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Tourism Industry in Kashmir

A.K. Raina

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Tourism and tourism industry in the Valley of Kashmir during the 1990s have been dealt in the book. It has analysed tourism industry of the State in the right perspective, focussing on its problems and prospects.

This study should be useful to students of tourism and Government agencies to formulate and provide positive direction to tourism industry, the lifeline of Kashmir economy.

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TOURISM INDUSTRY IN KASHMIR

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Preface

Tourism is an industry which among other things involves 'Transfer of Capital' from one country to the other. Tourism has its own history. Since early times people have been deeply interested in touring near and distant places in pursuit of trade, pilgrimage and education. Apart from the commercial relations, the cultural ties among different countries have been in existence since ancient times. The always travel and trade activities have combined adventure with the element of tourism. However, tourism as we see it today, has evolved over a period of centuries.

It is a promising industry of international standards having a flow of human contacts. Tourism is a composite of activities, services and industries that include transportation, accommodation, restaurants, entertainment, hospitality services and integrated infrastructure.

Tourism is an image building enterprise. The foreign and domestic tourists holidaying at various tourist resorts in Kashmir carry back an impression of the Valley and its people. Obviously, the people and State Government would not like the tourists to carry a poor impression of this industry. Tourism is a means to earn foreign exchange which the country needs the most.

In India significance of tourism as a source of development owes its emergence as an important foreign exchange earner Its numerous direct and indirect social, cultural and economic benefits have been well recognised. India has recorded a tremendous increase in tourism since 1951.

The gains from tourism industry cannot be restricted to the limited considerations of immediate financial and economic utility. In considerations of these benefits, promotion of tourism has assumed singular importance in the development strategy for speedy and meaningful social and economic transformation of the region like Jammu and Kashmir State. Therefore, it is imperative to streamline the entire enterprise on the basis of principles and practices of tourism.

Kashmir enjoys a wide scope and rich prospects to attract the

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tourists in spite of militancy in the state and it continues to attract the tourists which ensures additional income to the state and her people.

It is my duty to acknowledge my debt of gratitude to all those who have helped me in the completion of this book. I am indebted to Rakesh V. Kamal, a scholar of the Department of Hospitality Management, Florida International University, Miami, U. S. A. for providing me the books on American Tourism for reference. With Mr. Kamal I had a series of useful discussions on 'Time Management' during my visit to U. S. A.

Ajmer **A.K. Raina**

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Abbrevations

A.I.	:	Air India
A.S.I.	:	Archaeological Suvey of India
D.G.C.A.	:	Directorate General of Civil Aviation
D.I.T.	:	Domestic Independent Tour
D.O.T.	:	Department of Tourism
E.S.C.U.N.	:	Economic and Social Council of the United Nations
E.P.	:	European Plan
E.T.C.	:	European Travel Commission
F.T.T.	:	Foreign Travel Tax
G.S.A.	:	General Sales Agent
I.A.	:	Indian Airlines
I.A.A.I.	:	International Airport Authority of India
I.A.S.E.T.	:	International Association of Scientific Experts in Tourism
I.C.A.O.	:	International Civil Aviation Organisation
I.H.A.	:	International Hotel Assoication
I.L.O.	:	International Labour Organisation
I.T.	:	Inclusive Tour
I.T.D.C.	:	Indian Tourism Development Corporation
N.T.B.	:	National Tourism Board
N.T.O.	:	National Tourism Organisation
O.E.C.D.	:	Organisation for Economic Cooperation and Development
R.T.A.C.	:	Regional Tourist Advisory Committee
R.T.O.	:	Regional Tourist Office
T.A.	:	Travel Agent
U.S.T.O.A.	:	United States Tour Operators Associations
U.N.	:	United Nations
U.N.E.P.	:	United Nations Environment Programme
W.T.O.	:	World Toursim Organisation World Trade Organisation

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1
Introduction

Jammu & Kashmir State

Nature seems to have carved India in a mood of travel and tour. The sector of crust of the earth that we call India is made up of two entirely different sections. The first is the peninsular India — its core being made up of crystalline azoic Archean rocks, which cover 750,000 sq. miles of Indian territory. It is the oldest land–mass of the earth and the second is the 'border - mountains' of India which is comparatively very young, and whose core of folded sedimentary rocks rose out of the sea through a long series of earth quakes only in the Tertiary or Ceinozoic Age. The North Indian plain, which connects the two is, but a creation of yesterday, having been formed through their interaction. And yet it is this area, which becams habitable for man only from ten to five thousand years before the present time is verily the cradle of Indian civilization.[1]

The territories of Jammu, Kashmir, Ladakh and Gilgit form the State of Jammu and Kashmir. It is mostly mountainous with an area of 86,023 square miles.[2] In the map of Asia, the central position of the State makes it look like a crown in the extreme north of the Indian Union, of which this state forms an integral part.[3] Gilgit has been under the occupation of Pakistan since after the Pakistan's invasion of the State of Jammu and Kashmir in October, 1947.

Destiny of Tourism in Jammu and Kashmir got changed as the area occupied by Pakistan bears an expression of geomorphological characteristics. The territory occupied by

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Pakistan falls within the geological history of mountain - building movements in Northern India.[4]

To know the characteristics of the State of Jammu and Kashmir, in relation to the tourism of State, we shall have to take the historical, geographical and cultural aspects and other features into consideration, so that the 'future tourist' could be guided in the right prospective according to his requirements, as is considered the best manner in the 'International tourism'.

A. Historical Background

'History is a continuous process of interaction between the historian and the facts, as unending dialogue between the present and the past', says E.H. Carr in 'What is history?'[5] In this context our focus of attention will be to observe the interaction between the historian and his facts to see the historical background of Jammu and Kashmir state. The very name 'Kashmir' reminds us of the mystic 'Kashyapa' — the Rishi (sage), who was instrumental in giving the dignity, honour, prestige and a permanent abode to the race, who came to inhabit the valley[6].

According to the oldest extant book on Kashmir — the 'Nilamata Purana', it is said that in the 'Satisar' — the lake of *sati* popularly adored as the consort of Shiva of the triadic system of the 'Hindu Traditions', lived a demon called Jalodbhava. Being born out of water of the Satisar, he tortured and devoured the people, who lived near mountain slopes—the Nagas, Pishachas and other tribes[7]. Hearing the suffering of the people, a great saint of Arya-varatta (as India was called then), Kashyapa came to the rescue of the people there. After great penances, he was able to cut the mountain near Varahmula or modern Baramulla, which blocked the water of the lake from flowing into the plains below. The lake was drained, the land appeared, and the demon was killed. The saint encouraged the people from India to settle in the Valley. The people named the Valley as 'Kashyap-Mar'. The name 'Kashmir' also implies the land that came out of water as the first alphabet of Kashmir is 'Ka' which means water in

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Sanskrit, and Shimeara to desicate or to drain off by wind. The people of Kashmir call it 'Kasheer'. In Sanskrit language the word 'Kashmir' means saffron, which grows in Kashmir[8].

The pre-historical explainations say that the Glacial cycles in the Valley, are really the invitation to the tourist to get attracted towards to visit the valley.[9] Dr. Sunil Chandra Ray writes : 'Pre-historic explorations have discovered the occurrence of the quaternary, Glacial cycles in the Valley. The Chief geological formations of the ice age are the lacustrine— pertaining to lake deposits called the 'Karewas' which overlay the terminal moraines — a continuous marginal line of debris borne on or left by a glacier, of the first Glaciation, are comprised of two groups. They, lower and upper are differentiated by the moraine of the second Glaciation. The fossil remains are obtained in the lower "Karewas' point to lower pre-stone age. The neolithic culture is indicated by the discovery of ground and polished stone axes, pestle, bone implements and instruments for scraping or digging up weeds and loosening the earth at the historically famous 'Burzahama' site which is 13 kms.—east of Srinagar. Burzahama is famous as the only place where the two megalilhic sites have been found in the extreme north-west of Indian sub-continent. Dee Teera writes: 'We do not exactly know the cultural horizon of the Burzahama megalilhic, nor the purpose for which they were erected, but the indications are that they were put in place towards the end of the neolithric period at that site, between 400 to 300 B.C.[10]

From the point of view of tourism, this archaeological site at Burzahama is attractive and comes on the serial number 1, of the Peter's inventory of the tourist attractions[11]. The Archaeological Department of the Government, of India carried out systematic excavations at this pre-historic side. Pits have been discovered in sections near about the silt bed, which indicate a settlement of 'Pit dwellers'. The archaeologists fix the date of this pre-historic establishment at 3000 B.C. From the tourism factor, 'Burzahama' is perhaps the only known settlement of such a nature in India[12].

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Early History

Kashmir produced a number of works of the Mahatmya type. They have no literary pretensions but are valuable for the history and topography of Kashmir and, as Buhler rightly holds, these are indispensable for a correct interpretation of the Rajataringini, who toured the Valley in search of Sanskrit Manuscripts.[13]

Kashmir's contact with the plains of India dates back to hoary antiquity. Kalhan says : 'The Maurya Emperor Ashoka founded the city of Srinagar and established some religious establishments with all profitability. We can say that during Ashoka's time, there was a socio-cultural intercourse between Kashmir and the Indian plains'.[14] The historians regard Ashoka's period as the period of glory, hence early tourist arrivals in the Valley can be traced from the time of Ashoka or even earlier dates. The earliest definite reference of Kashmir is found in the writings of Chemong, who visited Kashmir, early in the fifth century A.D. FaYong establishes that Kashmir was a seat of learning, as he also visited Kashmir in the fifth century A.D. Hiuen Tsang, who visited India in the seventh century A.D. gave a full account of the topography and the religio-spiritual conditions of this land. Marco Polo left an account of Kashmir in the mid–thirteenth century. The Arab indologist and encyclopaedic scholar Al-Bairuni (973-1048) gave an account of the historical geography of Kashmir in his celebrated work in 'Kitab-e-Tahqiq-mali-le-Hind.[15]

B. Cultural Background

Mathew Arnold speaks of culture as a knowledge of the best that has been thought and said in the world, an ability to see life steadily and see it as a whole'.[16] 'Culture' has many facets. It is one of the most important concept in contemporary social science. It has physical, social, political and economic base having a central concept in sociology.

From the historical point of view the world culture presents another dimension. It is the 'higher' achievement of group life specifically in art, music, literature, philosophy and science.[17]

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E.B.Taylor, an English anthropologist says : Culture is that complex whole which includes religion, belief, art, moral, law, custom and many other capabilities and habits acquired by man as a member of society.[18]

Abhinav Gupta father of the Shavistic School of Thought — a distinct school bearing the testimony of the Kashmir's aesthetics,[19] realistic, idealism,[20] determinate knowledge,[21] empirical knowledge[22], 'Pratibha' as an evidence of the identity of the individual in relation to God, man and universe[23] and refers to the metaphysical, ethical, epistemological and psychological problems, its solutions and man's interaction in the society.[24] He vividly emphasises man not in isolation from one another, but as intimately inter-connected and therefore gives a profound aesthetic view of culture.

Hence the culture of Kashmir is not lifeless; it is living, energetic giving ethical values on the basis of will, knowledge and culture[25].

Kashmir in Antiquity

Cultural heritage of Kashmir is not only one of the most ancient, but it is also most extensive and varied. Many races and people who have joined the ranks of her children have contributed to it throughout the ages, helping to evolve a distinctive Kashmir culture. It is not an analysis but the synthesis of what we see in day to day cultural identity of the Jammu and Kashmir State. The the synthesis between deep philosophical understanding and lofty spiritual discipline is an abiding feature of the cultural ethos of Kashmir.

Delving deeply into the past, the geographical, ethnic and linguistic background makes the survey complete about this mountainous region known for the Vedic religion and triadic philosophy of Kashmir with its distinct mark in the world. The unique Shakta character of people, the rise and fall of Buddhism, the influence of Islam in its peculiar Kashmir character, the Moghul influences, the Dogra influences, the British influences and

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presently the tourist impact, are the distinct marks of the cultural background.

Except for a reference in the 'Rigveda' to the river Marudvridha, there is nothing to indicate the vedic Aryans' familiarity with this region.[26] But what we see in the cultural ethos of Kashmir is the full impact of certain portions of all the Vedas, particularly in praise of the Creator, the Gayatri, the Surya, the Shakti and Vishnu,[27] known as 'Panchayan Vidhan' in Kashmiri Karam-Kanda, which forms the cultural heritage of people.

The Mahabhashya of Patanjali refers to the land and culture of its people.[28] He was a great grammarian of Sanskrit and linked the grammar of language with the socio-spiritual life style of Kashmir. His Mahabhashya is in currency for the higher learning of Sanskrit and Indology. On the basis of that philosophy Bhartrahari wrote the Vakpaduya.[29] The cultural ties of Kashmir were always with the Indian sub-continent.[30]

The astrological work of Varahmihira refers to Kashmiri tribes and Harsha describes Kashmiri saffron in his drama 'Ratnavali'.[31] The Vayu-Purana and Vishnu Purana are clear about Kashmir being a northern zone of India. The Puranas have also influenced the socio-religious and cultural awakening of the inhabitants of the valley.[32]

The mountain barriers provided a natural defence against the foreign infiltration for a long time, as the sources of history reveal. The valley was divided into two major zones from the ancient times *viz*. 'Kamraz and Maraz'.[33]

SOURCES OF CULTURAL IDENTITY

The Nilamata Purana

The Nilamata Purana describes the foundation of the valley in a mysterious way and bases its source on the 'Rishihood' of 'Kashypa'— the seer, who was compassionate enough to relieve the terror of a deadly demon 'Jalodbhava' who lived near mountain slopes.

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Nilamata Purana, though mentioned only in Kalhana's Rajtarangini, is highly interesting and important from the point of view of history, legendary love and topography of Kashmir. Kalhana (1148 A.D.) regarded this Purana as a venerable work. He utilized its contents in writing the ancient history of Kashmir. This great work must have preceded him by a few centuries. The status of this work is of the up-Purana, as this is not universal in character. It has a limited scope restricted to that of Kashmir only.

The concept as given in the Chandogya Upnishad has been accepted by the men who enriched the cultural heritage of Kashmir at frequent periods of its long tradition. It believes in the enrichment of self not only in the spiritual sphere but in the field of psycho-physical achievements. The word 'Sanskriti' is higher achievement, which has been acknowledged throughout the ages.

Though tracking its origin in the Nilamata Purana, in the sahsranamas we find an ample evidence of how the myth was symbolised to achieve the good, the beautiful, the true satchit-anandam, the vibrant spirit of the Kashmir ethos.

The tribes of races which successively peopled Kashmir, were the Nagas, the Pishachas and other tribes.[34] The literary works of Kashmir give the pen picture of Brahmans, Kirats, Nishads, Dombas, Chandals and Kayasthas, who were the men of learning. The Kiratas have descended from the Tibeto-Burman stock. The Dombas, Chandals were hunters, singers and menial workers.

The economy was based on agriculture. A class of Damaras were the fuedal landlords, and were the policy makers in the exercise of Royal authority. With the territorial expansion of Kashmir, there developed trade and commerce to make the satisfaction of the living needs possible, as we learn from the Deshopdesha and Narmamala of Kshemendra, who was a social historian of the time. We read that 'Ganja-Diviri' -'Accountant General', 'Nagaradhipa' modern mayor, Shaulkika (Custom Officer) and 'Niyogin' (Supervisor) of village paraganas etc., were the bureaucrats of the early period in Kashmir. There were

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the posts of Sarvadhikariks - Prime Minister, Sachiva — Secretary cum Minister, Mandeladesha — Governor, and kampanesha Army Chief, which constituted the upper stratum. So the central position was kept safe, by making the three tier-administration.

Commerce and trade were established and there was proper vigil on the movements of trade.[35] As salt was not the product of the land, it was to be imported as stated by Kshemendara. The merchants would exploit the customers.[36] Medical practitioners, astrologers, writers, teachers, revenue clerks took benefit of their status and deprived others of their possessions.[37]

Literary evidence is that the 'Nag-puja' (Sarpent - worship) was in prevalence in the valley. The Karkota dynasty traced its descent from the Karkota Naga.

There are evidences of Polygamy, but monogamy was considered the ideal. 'Some of the Queens played active role in the politics of the valley, such as Dida Rani and Kuta Rani', says Kalhana in the Rajatarangini.

The literary and archaeological surveys confirm that Kashmir was a great centre of Buddhism. The Naga-cult was over-shadowed by the popular spread of Buddhism in the third century B.C. Ashoka's emotional attachment with the Buddhist tenets, carved the inroads for the evolvement of Buddhist philosophy in the valley. It reached its peak at the time of Kanishka. The ever known Buddhist council was held in Kashmir, where some Buddhist treatises were composed and Buddhist scholars showed their appearance on the — map of the world. Such was the glory of Kashmir.[38] Kashmir believed in the Chitta, Vimukhti — for the great state of consciousness. It is because of the Buddhist philosophy that the Kashmir Savant 'Lal-Ded' advocated the 'Middle Path', as taught by Lord Buddha. Through she was a 'Shiva-Yogini', yet she followed this great idea.[39] The Kashmir culture accepts that 'Samsara' — World, and Nirvana — i.e. final liberation are the two relative ideas, and, as such there is no absolute distinction between the two.

Nirvana is not an experience that one may identify oneself

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with; it is the highest stage that man can achieve. The Kashmiris connected the Nirvana with 'Shaivism', partly to revere Buddha, and partly to accept Shiva as the supreme lord.[40]

Kashmir had become a clearing house of spiritual knowledge and the scholars worked on language, logic, aesthetics, philosophy, dramaturgy, music, dance, poetry, stotra literature. Scholars and men of spiritual awakening moved regularly from Kashmir to various parts of India and Central Asia and from Central Asia to Kashmir. So the tourists were coming to seek knowledge and wisdom, which in return helped to create a distinct culture in Kashmir, free from prejudice, and free from fear[41].

Grierson says : 'For upward of two thousand years Kashmir has been the house of Sanskrit learning and from this small valley have issued masterpieces of history, poetry, romance, fable and philosophy. For centuries Kashmir was the home of the greatest Sanskrit Scholars'.[42]

Panini the author of the celebrated work 'Ashtadhyaya'[43] was born at Saltoor, a village of Kashmir. Patanjali, the celebrated philosopher of 'Yoga'[44], belonged to Kashmir. In the cultural heritage of Kashmir, 'Ahirbudhnya - Samhita need to be mentioned. On this is based a 'Trantra' of the Vaishnavite Panchratra sect. It is believed to have originated in Kashmir not long after the fourth century A.D. The three great schools of Buddhism are discussed in this work and the 'Horachakra' of the astrology occurs in it, which stands as a distinct feature of Kashmir astrology.[45] The Kashmir astrology dates back to 5067 years and the Saptarshi era is prevalent in the cultural life of Kashmir.[46]

Charak Samhita—the famous book on medicine, was written by Charak. Koka Pandit's Koka-Shastra is an important treatise on sexology after Vatsayayana's Kam-sutra.[47] Such were the varied aspects of Kashmir's cultural focus in life.

From the cultural exchange point of view, much was contributed by the Sanskrit Scholars of Kashmir, centuries before Christ. There was a constant flow of Scholars from Kashmir to the rest of India and vice versa. The ancestors of Abhinav Gupta

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migrated from Madhyadesha (modern Uttar Pradesh) to Kashmir in the middle of the eighth century at the request of the King Lalitaditya.[48] Abhinav Gupta was a prolific writer. Being a great 'Yogi', he developed the 'Krama' and 'Kula' systems of 'Tantras'. He gave a distinct colour to the Shaiva philosophy. Without understanding Abhinav Gupta, it will be difficult to asses the cultural heritage of Kashmir. What we see in Kashmir—in dresses, architecture, rituals, customs, food habits and worship, has been influenced by the Trika-philosophy of Kashmiri Pandits, living in Plains or otherwise who follow the traditions wittingly or unwittingly.[49] Sri Chakra worship stands a witness to the unification of Shakti and Shiva. Sri-Chakra at Chakreshwara, Hariparbat is the symbol of the infinite. Role of 'Shakti' in Shaivism is clear from Shakta-Sahsranamas.[50]

From the tourist point of view the Shakti Pithas in Kashmir are worth seeing.[51] The Shakta-Sahasranamas have depicted the topography of the valley and the greater India,[52] and we can safely say that the Bhavani Sahsranam shows full landscape of India's beauty with respect to Kashmir.

Extensive commentaries were written on the Gita,[53] Mahabharata and Ramayana. Acharya Shankar's tour to the Kashmir valley is culturally more important, as the two great thinkers, ever produced by India, met at Kashmir to discuss on God, man and universe. Both of them contributed to the highest wisdom. These personalities were Adi Shanker of Kerala and Abhinav Gupta of Kashmir. Famous 'Saundariya-Lahiri' was composed by Shankara at Kashmir — as the legend goes. The famous hillock 'Shankaracharya' is named after Adi Shankaracharya, when he came from south to the extreme north *i.e.* Kashmir.[54]

In the aesthetic field, Abhinav Gupta dealt with the problem from the materialistic and spiritualistic point of view. Dr. S. Radhakrishnan writes that this was relatively an unexplored section of Indian thought[55]. 'Dhvanyaloka' and 'Natya-Shastra' are the treatises on 'seed-sound theory' and science and art of dance,

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propounded by Abhinav[56].

According to Professor Thattacheriar the contribution of Kashmir Scholars to South Indian philosophy, aesthetics, dance and music has been very significant. Thirumalur was one of the earliest teachers of Shaivism in the South India, who came from Kashmir.

Language of Kashmir is the only 'Apbramsha'[57] of the vedic language, different from Sanskrit. It has the greatest influence of Persian in the modern times. It is a well known fact that the cultural heritage of Kashmir got merged into one single character during the Muslim rule *i.e.* fifteenth century A.D. Rishihood got developed and the Rishi became the symbol of Brahmanic scriptures and Islamic Ishq. Nund Rishi-Sheikh Noor-ud-Din is the beacon light of the Hindu-Muslim unity. He is famous for his 'Shrukis'[58]. Kashmir became a culture of synthesis. An integrated approach is seen in the cultural ethos. Going to Ziarats, both by Hindus and Muslims and having reverence for Khir-Bhawani Shrine, is usual[59] in the cultural heritage of India.

The 'Khankah' of Muslims and the Maha Kali Shrine of Hindus are housed in the same monumental structure at Srinagar. The bell beater of a Muslim Shrine at Tral is Kashmiri Brahman. Parts of Income from the holy cave of Amarnath at Kashmir are distributed among Maliks (Muslim family), the Mahant of Dashnami Akhada and the Dharmarth Trust.

The Muslims distribute 'Tahri' — a special preparation of rice, on Fridays. Tahri is the 'Haridraanna' in Sanskrit and is an essential food preparation in the Shakta tradition of Kashmir. Hindus were the great Persian and Arabic Scholars. Brahman Hakims often quote the Arabic and Persian sayings. A savant Krishen Joo Kar composed the hymn to Sharika Devi using Persion and Sanskrit. Ali Mordan Khan sang obeisance to Lord Shiva in Persian[60]. A well revered saint 'Makhdoom Sahib' wrote his 'Wasiyat' - (Will) in Sharda script on a tomb at the entrance area of Hariparbat. The festival 'Salam'[61] is observed with great pomp-show and devotion by the Kashmiri Pandits. The Srichakra

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carvers[62] on the copper plates are Muslims. Srichakra is the copy of Chakreshwari at Hariparbat. Names like Aftab, Gulab, Deena, Lala are common in male Hindus and Muslims. Mogli, Katji, Zoeni, Divri are common in females of both the religions. Muslim potter is aware of the 'Watuk'[63] of Pandits and 'Pushya'[64] is skillful enough to make the 'Wusur'[65] for the worship of Hindu gods, during 'Watuk-puja of Maha-Shivaratri'.

All these suggest the integrated culture of Kashmir. The Sofiana music, the Sufi tradition, the Pandit Kalam, are the symbols, which are non-sectarian in nature and unite the whirl of people of all castes and religions.

C. POLITICAL BACKGROUND

The political changes in Kashmir have been enormous. Though the valley is in the lap of high mountains, yet it has been trampled upon many a times by voluptuous and greedy invaders. Tatars, Huns, Cyhaks, Monglols, Pathans, Sikhs have often tried to be the master of this beautiful place, and it still continues, as is evident from the 1947, 1965, 1971 war type military attacks from Pakistan and the present trauma of 1989 to date by way of sending 'Mujahids', and imparting insurgency training to the youths of the Soil of Kashmir, famous for being Rishi-wari an abode of Rishis. The political scene in the Valley is facing hits and counter–hits, which has badly affected the tourism in Kashmir.

Ancient Kashmir

Ancient Kashmir has seen, galaxy of kings—both good and bad; most generous and the most cruel as — we study Rajtaranigini we find that Kashmir has witnessed Muslim rulers with mixed reaction. Sultan but- Shikan did not tolerate Hindus, but his son Zain-ul-Abdin rehabilitated them. Such were the contrasting natures of father, the cruel and son the generous.[66]

The Chak rule in Kashmir commenced in 1554 A.D. and it lasted rule reigned up to 1588 A.D., witnessing seven rulers.

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Wars and trifles were special features of the period.[67]

During Moghuls, Kashmir witnessed peace and prosperity and the modern tourism is based mostly on the Moghul gardens of Kashmir. The rule lasted up to 1753 A.D.

The Pathan rule (1753 A.D.) brought misery and destruction. It was the period of brutal tyranny and anarchy.

The Kashmiris invited Maharaja Ranjit Singh of Punjab to give crushing defeat to the Pathans in 1819 A.D. The Pathans were routed, but Sikhs lost Kashmir to the British as a result of the First Sikh War.

Treaty of Kashmir

Virtually, the present political system dates back to the 16th March, 1846, when the territory of Kashmir (including the currently Pakistan occupied Kashmir) was transferred and handed over to Maharaja Gulab Singh under the 'Treaty of Amritsar' against the payment of Rs. 75 Lakh and thus the Dogra rule was established.[68]

During the hundred years of the Dogra rule, Kashmir did not witness any invader except in 1947.

Maharaja Gulab Singh was the first Maharaja, who founded the modern State of Jammu and Kashmir. His successors Maharaja Ranbir Singh and then Maharaja Partap Singh did not see any foreign aggression. No doubt, the condition of people was helpless, poverty was every where except for some landlords, jagirdars and some bureaucrates, who were living the best of life. All others were exploited by the bureaucracy.[69]

Maharaja Hari Singh, ascended the throne in 1925. Due to the spread of education to the privileged few, some sort of political awakening and self-consciousness was touching the hearts. Oppression over the peasants and great poverty were the disturbing factors of peace during the reign of this Maharaja. Sheikh Mohd. Abdullah, a product of the Lahore College, under the influence of Iqbal—the poet philosopher of Urdu literature, thought it better to oppose the Maharaja's regime. Hence a revolt on 13th July,

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1931 was witnessed by the Kashmiris. The seeds of hatred against the Maharaja, as being a Dogra by birth, grew among the Muslims.

After the riots of 1931, a commission under the presidency of B.J. Glancy was instituted by the Maharaja. Thus a hope of betterment did occur in the people, as all the recommendations were accepted by the His Highness's Government. Besides the establishment of a Legislative Assembly, the implementation of (i) full religious liberty, (ii) non-interference in the Law of Inheritance, (iii) restoration of religious places, (iv) educational development, (v) adequate representation of different communities in services, (vi) proprietory rights in respect of land, (vii) protection of agricultural rights, (viii) suppression of curruption, (ix) amendment of press regulation etc, were ordered.[70]

Sheikh Mohd. Abdullah played the dynamic role in the political activities of the State. He was a potential threat to the throne and the same was actually proved. After the Pakistan aggression in October 1947 the Maharaja appointed Sheikh Mohd. Abdullah as the Head of the Administration on Oct. 30, 1947. The National Conference, had already become the main political party of the State. The Maharaja in a proclamation dated March 5, 1948 announcing responsible Government in the State, invited Sheikh Abdullah to form the Interim Government and he became the Prime-Minister.

Jammu and Kashmir became part of India. Under the instrument of Accession Act, was duly signed by the Maharaja, but Pakistan's aggression did make India and Pakistan bitter enemies of each other over the Kashmir issue. The fourteen month old strife between Pakistan and India over Kashmir ceased one minute before mid-night of January 1, 1949, when Indian Government announced it officially. It was received with a sense of relief by the people of India.[71]

The State became an integral part of India, having her own Legislative Assembly, the State High Court, Public Service Commission, University at Srinagar, Jammu Agriculture University, S.K. Institute of Medical Sciences at Soura, Medical

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College at Srinagar, many colleges (both science, arts and commerce) at Jammu, Institute of Education and a number of 10 + 2 Higher Secondary Schools, Middle Schools and Primary Schools. Officers of I.A.S., I.P.S., I.F.S., I.A.A.S. have been introduced in the State to run the administration effectively.

Land reforms in 1950 and 1972 have changed the whole structure of agriculture. The proprietorship of the land is now with the tenant and not the land lord. Every Department is headed by the Commissioner-cum-Secretary. The Police Department has been reorganised.[72]

Article 370 covers the Jammu and Kashmir State. The definition of State subject introduced by the then Maharaja in 1927 is still in force and forms the base of Article 370. Under this Act, non–J & K permanent residents people even though cannot purchase in the state immovable property. The State has witnessed better economic conditions as compared to 1947.[73]

A full fledged Ministry is constituted to promote the tourist industry in the State. The State maintains a Visitors Bureau' at Srinagar and other places.[74] The Tourism Department has started its ground work as the 'Khatir-Tawazah" and Games, since the period of the Maharaja.

Independence and after has given secular ideals to the State, as enshrined in the Constitution of India and similar ideas are incorporated in the State Constitution.

Political conflicts have been a continuous feature of the political atmosphere of the State, especially after the 9th August, 1953 when the then Prime Minister Shiekh Mohammad Abdullah was arrested and tried under the authority of the then Sadri - Riyasat. An organisation called The Plebiscite Front was created with the demand of an opportunity for the people of Kashmir to decide about the right of self-determination. This actually sowed the seeds from which have germincted the ideas in favour of secession of the State from rest of the country.

Later, in the successive administrations of Bakshi Ghulam Mohammad, G.M. Sadiq and Mir Qasim, followed by the renewed

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Chief Ministership of Sheikh Mohammad Abdullah from February 24, 1975 the State made rapid economic progress on political, economic and cultural fronts along with the rest of India.[75]

After assessing the situation from the point of view of progress and development, we can say undoubtedly that since independence the State has forged ahead in every field, establishing a democratic and socialistic order within the framework of Indian polity.[76]

According to accounts in newspapers, it has been alleged that there were never free and fair elections in the state. In general they were manipulated during the Bakshi regime — and later also with the concurrence of the Congress party. However, after the Governor's Rule for a brief spell of few months, the State saw fair elections in 1974, when Sheikh Mohammad Abdullah assumed power. The State witnessed the restoration of law and order and administrative tightness. After the death of Sheikh Mohammad Abdullah the power which was either shared by the National Conference or by the Congress-I and National Conference jointly, the law and order situation worsened and militancy was created. It is the problem for the governments of the State and Centre to see, how militancy can be crushed and normalcy restored in the State, particularly in the affected Valley.

Jagmohan was appointed the Governor of the State after the assembly was put under animation in January 1990. This was also the period, in which Kashmir evolved into almost a complete Police State, a condition which has been tempered since but from which the total administration has been unable to emancipate itself even until now. The period from February to May 1990 also witnessed the mass exodous of Kashmiri Hindus to Jammu city, New Delhi and other parts of India. Many youth of the Valley went to POK to receive training in arms across the line of actual control (L.A.C.), while the State Government imposed curfew in the cities and tied down the security forces in places where they were needed least.[77]

The effective control of the Valley passed into the hands of militants. Their effectiveness, despite small numbers to begin with, arose from their unity of purpose. The leadership of the JKLF

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was unquestioned with smaller groups following in its wake and the inspiration provided by the feeling of imminent independence which brought citizens into the streets in defiance of the security forces at a mere call from the insurgents.[78] The repeated shootings and high casualities of unarmed civilians participating in demonstrations, brought the economic and political scene to a worst shape. Two hundred and seventynine people were killed in 1990 and 79 in 1991 in such firings.

A series of strikes were responsible to bring the administrative machinery to a stand still. A series of strikes finally culminated in the 72 day strike of all Kashmiri Government employees in September, 1990 which marked the total alienation of all sections of Kashmiri society from the Indian State as represented by the State Government.[79] The rift between the Pro-Pakistani and Pro-Independence militant groups began to surface.[80]

But in spite of all these unfortunate happenings, Kashmir is bound by heritage to be with the rest of India. It is evident that the problems in respect of Kashmir are far more complex—chronic and rooted in the follies of the past and inconsistencies and inadequacies of the present. The future holds no promise unless great vision, courage and perseverance are shown. As a long-term strategy, a strong reform movement has to be built — a movement which would provide a healthy, social, political and cultural ethos to the country[81].

'Indian Express' remarks; 'Observers see the possible re-activisation of the Valley's traditional political leaders as the 'Provocation' for some underground organisations to constitute their political wings.[82]

Much ground needs to be covered before the political process can begin in Jammu and Kashmir. Militancy is not the only problem, which will come in the way of holding of a peaceful, free and fair elections in the strife torn State. Nearly 60,000 to 70,000 Kashmiri Hindu migrants will not be able to cast their votes as they have left their homes and hearths in Kashmir, where they are registered as voters.[83]

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Kashmir has become an International Issue. The Statement by the British Under-Secretary of States, Foreign and Commonwealth Affairs, Mr. Marle has condemned terrorist violence in Jammu and Kashmir and voiced support for Indian efforts to deal with the terrorists' threat.[84]

Militancy in Kashmir has generated fresh interest in the history of Jammu and Kashmir, especially the international ramifications of the dispute which was taken to the United Nations by the Indian Government. For many, who have been born in independent India, the issues in Kashmir remain obfuscated by the propaganda of officials on both sides of the border[85].

The political ups and downs after 1989 have been a great set back in the tourism industry in Kashmir. On the basis of facts Kashmir is losing its charm with regard to tourism, as the security of a tourist is at stake. The people from the neighbouring countries like Pakistan, Bangladesh, China, Afghanistan find it very difficult to enter the State, because of the requirements of internal security. Therefore, the political instability and insecurity are the main factors, which reduce the prospects of better tourism.

The kidnapping of Doordarshan personnel and of the Central Government officers indicate that the administration in the State is not properly functioning in the State. Harsh Sethi while commenting upon Jagmohan, 'My Frozen Turbulance in Kashmir', says :

The picture that Jagmohan points is of a venal and corrupt administration and polity, where for a variety of reasons, the Valley, if not the entire State was left to be governed as a corrupt and slothful Sultanate. Thus, withstanding hundreds of crores of rupees pumped in as subsidy, little had happened to improve the socio-economic conditions of the citizens. Even worse, not only was little done to emotionally integrate Kashmir into the national mainstream, fundamentalist and Pro-Pakistani forces were permitted to gather strength. Consequently, the populace, particularly the younger people, once dissillusioned with rigged elections and indifferent performance, not unexpectedly took to militancy. This combined with the machinations of Pakistan has

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led to the current impasse. Kashmir, the hardly perennial, figures again in the U.S. Congress on August 3, 1992, although not as part of the formal legislative process. Such are the deliberations over Kashmir in U.S.A.[86]

To conclude, the political background of the J&K State, with reference to Kashmir Valley has never been alien to India, but the recent trends and political crisis have turned the pages away from reality and really damaged the tourism industry in Kashmir.

Topography of the State

Jawahar Lal Nehru has remarked : 'While part of India, Kashmir is in fact the heart of Asia and for countless ages great caravans have passed from India right upto Central Asia through this State. I wonder how many people realise that Kashmir is further north than Tibet'.

The Jammu and Kashmir State includes besides the celebrated Valley, Jammu, Ladakh, Gilgit, Hunza and Nagar. It covers an area of 86,024 square miles extending 32°17' to 36°26' to 80°30' East.[87]

The State enjoys the central position in Asia; The border of this strategic State touches Pakistan Afghanistan, China and Russian Turkistan. The Kashmir Valley has been the halting place of caravans travelling betweeen the plains of India and the uplands of Central Asia[88]. This had generated a tradition of trade and commerce between Kashmir and other countries and being the halting place the Valley provided all the essentials needed for trade and commerce. Hence, the inflow of tourism has been going on from ancient times, recorded in the ancient - political history and social history given by Ksmendra in 'Deshopadesha' and 'Narma Mala', according to which Kashmir had always imported salt.[89]

The State is mostly mountainous. Till 1947, Jammu and Kashmir was the largest princely State of undivided India.[90] The Jammu and Kashmir is like a three storeyed house with three distinct physiographic divisions, which really excites the psyche

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of the world tourists. The first storey is the coverage given to Jammu by the Shivalik range of hills and the Outer Hills.[91] The Shivaliks are overlooked by high range of the Middle Himalayas with thick vegetation. The Pirpanjal range is at a height of 7,200 feet. This is the middle storey of the State and the upper storey is the Valley of Kashmir surrounded by the high mountains. Beyond the Valley of Kashmir the Inner Himalayas rise in the north and east, where Gilgit and Ladakh form the habitable areas.

All these three campartments of the State are picturesque with water resources, and natural beauty, which attract the tourists of the world. The tourism is mainly an invitation to see the 'gown of Kashmir', surrounded by snow and sunshine. The lakes, the rivers, the glaciers, the flowers and fruits — Cherry Almond, Walnut, Apple and also the beauty queen Kesar' — known as 'Kong' in Kashmiri dialect, which is found only in Pampore.

Boundaries

The Pakistan invasion in 1947 shrinked the boundaries that were politically created by the Dogra rulers. Due to the cease-fire line (Line of Actual Control) leaving 138,992.1 sq. km. 53,664.9 square miles on the Indian side. The administrative division also suffered many changes.[92]

China launched a massive attack in October 1962, occupying 2,500 square miles of the State in Aksai Chin in Ladakh. After the Unilateral Cease Fire, the occupied area was sliced off, shrinking the longitudinal extent of the boundary in the east from 80°20' East to nearly 78° East towards Chushul and Demchok.

Distribution of Area

	Province	*Area in sq. km.*
1.	Jammu	26089.4
2.	Kashmir	112902.7
3.	Ladakh	97782.4
	Total	**236774.5**

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Nanga Parbat is the highest peak of 26,620 feet. Since there is varied physiography, the river system has enabled economic prosperity. The mountainous areas provide meadows for grazing of the animals and herds of sheep. Such meadows are at Sona Marg, Gulmarg, Mohan Marag. They serve the multipurpose aspects of human need *viz*. grazing, mountaineering, camping at the meadows, non-pollution atmosphere, *e.g*. environmental co-existences, surveying the lower levels at a higher altitude and above all the tourist pleasures.

Peaks covered with snow for the most of the year.

S. No.	Peaks	Height	Topology
1.	Banihal	9,200 ft.	At the south-eastern extremity of the range above Verinag.
2.	Kaunsarani-Kuth har (Vishnupad)	15,523 ft.	These are the three snowy peaks towards the west of Banihal and are conspicuous being the pyramidal type summits. These were also called the Brahma peaks.
3.	Rupri	13000 ft.	Between Shopian and Rajouri.
4.	Darahal	13000 ft.	Between Shopian and Rajouri
5.	Pir-Panjal	11020 ft.	To the north of Darahal above Hirapur.
6.	Tarata Kuti	15524 ft.	The highest snowy peak in the whole range.
7.	Tosemaidan	15000 ft.	Between Kashmir and Poonch (Jammu)
8.	Afarwat	14500 ft.	Above Gulmarg Khilanmarag.
9.	Kajinag or or Kalinag	15524 ft.	In the Uttar Machipure.

Rivers

Rivers having their source in these mountains, having confluence with the Vyeth-Jehlum.

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S. No.	River	Mountain	Place of Confluence
1.	(Vyeth - Jehlum)	(Kausami) Kausarnag Kauthar	Singam Anantnag
2.	Rambi Ara	Shupi-Kur, Pir-Panjal Rai Nyur and Rupari	Samgam & Kavani (Anantnag)
3.	Romashi (having a division of three streams at Danzab, with the names of Mamashi, Khamshi and Romashi).	Kachugul Tratakuti & Anantnag	Kakapur Anantnag
4.	Doodganga	Kachagul	Chattabal (Srinagar)
5.	Ningal	Afarwat	Tarazu Baramulla

Lakes at the Great Height

1.	Kaunsar Nag (Vishnupar)	The Vishnu river takes its course from here and falls into a deep, scenic and lovely channel, cutting the bare rocks, to form the finest cataract at Aharabal (Kashmir)
2.	Nandan Sar-Chandansar	Near Darahal
3.	Anant Nag and Ramasar	At Kachagul and Anawat.
4.	Douda Sar	At Kachagul
5.	Watasar	At Shupikar
6.	Damanmsar Ailapather	At Afarwt
7.	Tsuharsar (Indrasar)	At Zaizi-marag
8.	Kasina Nag and Satagol Nag	At Bangas

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9.	Kaji Nag (Kali Nag) Kazinag Gurchan Nag, Nilapush Nag and Wanganwas	At Kazinag

Rivers originating in these mountains and flowing towards the south

Ravi, Uj, Tawi, Chenab, Tawi-Manawar, Punchriver (Jammu region).

Mountains between Kashmir Valley and Tibet

1.	Nanga Parbat (Liberally barren mountain)	26,629 ft.	In Astor, measured as the 8th highest mountain in the world.
2.	Nasta Chheun	9,300	On the way of Karnah
3.	Burzila or Burzebal	13,500	Between Gurez and Astor.
4.	Dorikun	13,500	Between Gurez and Astor
5.	Harmukh	16,890	In the Kangan ara.
6.	Zojila or zojibal	11,300	Between Sonamarag and Dras.
7.	Mahadev	11,500	Above Dachhigam
8.	Nunkun	23,410	In Suru.
9.	Lidanuat	10,000	Between Pahalgam and Dachhigam
10.	Kolahoi	17,827	To the West of Lidervat.
11.	Amarnath (Holy Shrine)	17,890	To the East of Pahalgam.
12.	Kohenhar	17,000	To the South of Amarnath.
13.	Gashibrar	17,386	To the West of Amarnath.
14.	Harbhagwan	16,055	To the North of Sasakat mountain.
15.	Margan	11,600	To the South of Kohenhar peak.
16.	Marbal	11,570	To the South of Margan on the way to Kashtwar
17.	Hukhasar	15,060	Between Brang and Mariv Warwan.
18.	Brari-Bal	14,300	Between Shahbad and Doda.

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The beautiful Valley is situated on the north side of these mountains, bound by fine, lovely forests. On the South, these mountains slope gradually, creating spurs and ridges and known as middle hills. The Valley of Kashatwar, Badarvah are giving a beautiful shape to the State. Areas of Basohli, Ramnagar, Udampur, Riasi, Rajouri, Kotli and Poonch also face these mountains. Poonch and (Kashatwar-Badhanvah) resemble Kashmir in respect to climate and vegetation to a fair extent.

Passes

These are in the ranges of the Himalayas. Zozilla is the lowest pass in the north. On the east, there is the Bhatakot pass and in the west, there are passes between Gurez and Astor town as Burzil and Dorikun.

Rivers which originate in these mountains and have the place of confluence with the Vyeth Jehlum.

River	Mountain from which to Flows	Place of confluence
Sandran	Brari Bal	Khanabal
Bringi	Hukhasar	Khanabal
Arapati	Margan	Khanabal
Lidder or Lamboderi	Kohenhar	Khanabal
Tsunti Kul	Mahadev	Dubgi near Amirakadal.
Sind	Zogila, Amar Nath & Harmukh	Shadipur
Arin	Harmukh	Near Bandipur
Madhumati	Harmukh	Bandipur and Kulsu
Pohru constituting Kahmil, Talar, Mawar Hamal joining it at Bamahama Chogul, Dukulabal and Hib Dangarpure respectively.	Kaji Nag	Dobagah

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Lakes at Mountains

1.	Sheeshram Nag	On the north of Kohendhar
2.	Zamatari Nag	Near Mahagunas hill (Amarnath Eange)
3.	Hatiar Talab	Above the Sasakat mountain
4.	Kemsar	Just below Yemhar pass.
5.	Tarsar	These two lakes are divided by a high hill. The water of Tarsar runs towards Dachigam near Harwan.
6.	Marsar	
7.	Chandersar	
8.	Brahmsar	
9.	Nund Kol	
10.	Ganga Bal	
11.	Kola sar	
12.	Khiresar	
13.	Dudasar	
14.	Gayasar	
15.	Kanasar	All the lakes from Brahmsar to Yamalsar are in the Harmukh range
16.	Dothasar	
17.	Satasar	
18.	Nilasar	
19.	Nilbhawan	
20.	Talavbal	
21.	Salansar	
22.	Yamalsar	

In the farther west are the sources of the Kishen Ganga river (now in POK), which joins the Jehlum at Domel. These are :

1. Krishnasar
2. Ghadasar
3. Saransar
4. Vishnasar
5. Yamasar
6. Kodurisar
7. Prangasar
8. Satanisar
9. Satgul Nag

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The sources of the Warman river in the further east are :-

1. Sarbal
2. Tsuhar Nag
3. Khelan Nag.
4. Hukhasar
5. Kolusar
6. Sonasar

Passes

Name of Pass	Situation
Banihal, Muhu-Gulabgarh Kounsar Nag, Budal	Between Jammu and Kashmir
Pirpanjal, Ferozpur, Darahal, Tosamaidan, Haji Pir	Kashmir, Punch and Bhimber
Zojila	Kashmir, Ladakh, Skardu
Mastagh of Karakoram	Ladakh and Turkistan
Rajdani-angan	Kashmir and Gurez
Burzil	Kashmir and Gilgit
Marbal, Hokasar, Margan	Kishtwas and Kargil
Nira, Sangi, Rangla Ambasibardar	Ladakh and Zanaskar
Baralacha, Lachulang, Sankola	Ladakh and the Punjab

Height Colour

Place	*Altitude*	*Colour*
The Zabarwan Range, The Dal East bank, Cheshma Shahi	6000 feet	Yellow brown
Anderwan	7500 fet	Dark grey brown
Chandanwari Lidder Valley	10000 feet	Light grey
West Gulmarg Khilanmarg	11000 feet	Pale brown

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The varied colours look like garments to the Valley, which gives a fine view in early morning, the broad day light and at dusk.

Forests

The forests of Kashmir too have played a great part in the evolution of 'tourism' in Kashmir. We have the literature of the Aranykas, which has shown the importance and preservation of forests with ecological considerations. The forests of Kashmir have been the ideal places for great comfort of the tourists. The snow-clad Himalayas have been topographically nutritive for the life of forests in Kashmir. The mountains are the natural places of recreation.[93]

Forests are the national assets treasured by the generations, of Kashmir to maintain the environmental balance. The forest culture in the Valley has inspired a love of nature in the Indian mind, which is unique, and is reflected in many aspects of Kashmiri life.[94] The forest have enabled the tourists to enjoy the abundance of water. The flora and the fauna permeats the tourist life in a very intimate way. Birds and animals present a variety of species. The Kashmiri 'Wan-Kakur', 'Sona-Chichur', 'Kukil', 'Poshi-nool', 'Katija' 'Niluja', 'Kisi-Poot' find their abode in the forests along with 'Rama-Hoon', 'Hangul' and other wild animals. These are Kashmiri species of birds and animals.

The regular forests grow fir, deodar and chir. The second category is known as 'Rakhs', which are preserved for game and cultivation of wood-fuel. In 1917, Mr. William Railt, F.S.C., consulting Cellulose Expert attached to the Forest Research Institute, Dehradun, U.P., came to Srinagar at the request of the Kashmir Durbar to give advice in regard to the improvement of the paper industry[92].

The distribution of the two classes of forests are given below :-

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Table

1.	Total area of Jammu & Kashmir	53665 Sq. miles
2.	Regular Forests	7808 Sq.miles
3.	Rakhs	228 Sq.miles
4.	Forest area	8036 Sq. miles
5.	Percentage of Forest area	15

Springs

Jammu	Nil
Ladakh	Nil
Kashmir	Verinag, Kokar Nag, Achhabal, Martand (Mattan) Cheshma-Shahi, Chesma-Sahibi, Beehama (Ganderbal) Tullamulla (a mystic spring) of Kheer-Bhawani, Anantnag, Naga Dandi at Achhabal, Tikar at Kupwara, Zeethayar (Near Raj-Bhavan) Shailaputri (Baramulla), Gaya Nag (near Shadipur), Ganga-Pokhar (Lar) Raithan, Pushkar), (Beerwah), Pokhri-Bal (Hari-Parvat), Ishbar (Nishat).

Caves

Boomasar (Mattan), Holy cave Amarnath, Bheervah; Dhiyan Shwar (Bandipur), Harishwar (Pampore; Khunmoh), Kalaruss caves of Lolab, entended upto Russia. These have been explored for up to two days and then given up due to extreme darkness.

Tourist education needs to be based on the topographical situations, and as such the unity of economic and commercial organisations, will bring healthy trends in the development of tourist phenomenon. Much needs to be explored and much needs

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to be communicated to attract the tourist to this beautiful place known as Kashmir.

Jehangir, the Mughul king, got enamoured with the natural beauty of Kashmir and said :-

"Agar firdus bar rue zamin ast.
Hamin ast-o, hamin ast-o, Hamin ast."

'If there is a paradise on earth,
It is this, it is this, verily it is this'.

The topography of the State has dominated the picturesque scene of the Valley of Kashmir. The Sparkling streams, the happy murmuring of myriad brooks, the limpidity of the sheety lakes, the sublime beauty of the mountains, the splendour of snow covered mountains, sunny flower-laden uplands and meadows, and the beauties of the flora and fauna of the valley.[94]

An Iranian poet, Toghra of Ispahar delineated Kashmir -

'Tell me what land can boast such tree ?
'Is aught to fair, is aught so sweet ?
'Hail Paradise of endless pleasure !
Hail Beautiful and beloved Kashmir !

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15. Since Kashmir has been traditionally a seat of'Kashmir Saivism' the saints have found revelations on these mountain ranges. It is believed that the Siva-Sutras were found inscribed at the Mahadev range of mountains.
16. Robert Bierstedt, 'The Social Order', Tata McGraw Hill Publishing Co. Ltd., New Delhi-5.
17. 'Culture', At war with Academic Traditions in America', Harward University Press, Cambridge, Mass. 1934, p. 117.
18. E.B. Taylor, 'Primitive Culture', John Murray, London, 1872, Vol. I, p. 81.
19. K.C. Pandey, 'Indian Aesthetics', Chaukhambha Amarbharti Prakashan, Varanasi, Abhinav Gupta, pp.129, 290, 622.
20. *Ibid.*, p. 382.
21. *Ibid.*, p. 705.
22. Tantralok, (Kashmir Sanskrit Series), Ahnika XXXIII, 347.
23. Pratyabhijna Hrdaya, (Kashmir Sanskrit Series), 11-12
24. Maharatha Manjari (Trivindram), 1919.
25. Raina, C.L., 'Shaktivad in Kashmir; Kashmiri M.S., Forwarded by Swami Lakshman Ji, 1986.
26. The Rigveda, Sarvadeshika Arya Pritinidhi Sabha, Delhi, 1974. Forward, Chap. III, XXXVI.
27. Sharda Manuscripts related to Shodasha Sanskares, available in the personal library of Late Pt. Niranjan Nath of Nai Sadak, Srinagar. The Manuscripts were read out by him in year 1990 March..

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28. S.C. Banerji, 'Cultural Heritage of Kashmir', Sanskrit Pustak Bhandar, Calcutta, Ch. I, p. 3.
29. Chaman Lal Raina, 'Iqbal and Indian Heritage', University of Kashmir, 1988. Ch. Bhartrihari, p. 120.
30. *Ibid.*, Introduction.
31. A discussion with Prof. Srikanth Khar, Editor, Shrivar's Rajtarangini, at the residence of SIBOO J.N. on 26-12-99.
32. Vayu Purana, Vishnu Purana, Gita Press, Gorakhpur.
33. R.C. Hazara, 'The Up Puranas', in Cultural Heritage of India, Vol. II, p. 285, Sri Ramkrishna Institute of Culture, Kolkota.
34. It has not as yet authentically been established about the Naga. Pishacha-Kirata tribles. The Sanskrit etymology says 'Naga are Serpents. Pishachas are flesh eaters'. S.C.Banerji is of the view that these correspond to Burushaskis, Darads, the other tribes were the Sanskrit speaking people of the Indian plains.
35. Rajtarangini and Narmamala equate bureaucrats with the blackest hue, as there was exploitation in the Valley of Kashmir.
36. 'Narmamala', Madhusudan Koul Shastri, 1933 at Research, Deptt., Jammu & Kashmir, read with Auchitya Vchar- Charcha'.
37. Kshemendra (tr) Chaman Lal Raina, Sahitya Akademi, New Delhi, 1989.
38. Even today the Brahmins of Kashmir, having the Gotra of 'Svamin Gautam', perform the `Nirvana' rite, as thought by Buddha. The sub-Clans of this gotra are 'Rajanak - Raina, Breth Nakaib, Thapal, Khinkhi Razadan etc. The information given by Pandit Niranjan Nath Raina, a revered practitioner of the Tantras of Kashmir. Reference is also based on personal survey and study of the MSS on 'Shiva-Karma' doctrine.
39. Lal-Ded, by Sahitya Akademi, pp. 58-59 (Kindi). Lal-Ded, by the Jammu and Kashmir Cultural Academy.
40. Para-Praveshika, Kashmir Sanskrit Series, also read with Jaya Lal Kaul's Lal-Ded (Hindi trans), p. 46.
41. Manmohan Dhar, Kashmir's Place in the Cultural Mosaic of India, In 'Kashmir the Crown of India', p. 20.
42. *Ibid.*, p. 20.
43. The Aphorism on Sanskrit Grammar.
44. 'Yoga Darshan', Gita Press, Gorakhpur.
45. M.D. Ramanuj Acharya (ed.) Adyan Madras, 1916.
46. Premnath Shastri (ed.) Vijyeshwar Jyotish Panchang Bijbehara is

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considered the seat of Kashmir Astrology in the current years also, which calculates the Saptarshi Samvat as 5067, corresponding to 1992 - 93 A.D.

47. Vide Prof. Sylyan Levi, quoted in 'Kashmir'.
48. G.T. Deshpande 'Abhinav Gupta, Sahitya Akademi, New Delhi, p. 13.
49. Dr. C.L. Raina, 'Shaivism in Prospect and Retrospect', in 'Kashmir the Crown of India', p. 46.
50. *Ibid.*, p. 48.
51. Shri Khirbhawani at Tullamulla, Chakreshwari at Hariparbat, Jwala at Khrew, Badra-Kali at Baramulla, Balahama at Khrew area near Pampore, where Shakti is adored in the form of 'Nature Mother'.
52. Sahib Kaul, 'Devi Nama Vilasa', Navrang, New Delhi, 1989.
53. 'Abhinav Gupta's Commentary on the Gita is a Shaivistic approach to understand the Reality.
54. 'Shankar Digvijayam' , by Ramakrishna Mission.
55. Comparative Aesthetics Vol. I (Indian Aesthetics) by Prof K.C. Pandey, The Chowkhamba Sanskrit Series Office, 1959.
56. *Ibid.*, pp. 3, 4, 5, 10, 72, 82, 371 and 509.
57. Degenerated from the linguistic point of view.
58. Shruk is the apbrahmsha of shloka, as sung by this great Rishi.
59. Muslims of the Ganderbal area call Khir-Bhavan as 'Bhawanibal' with reverence. It is also believed that 'Radha Krishna' the spritual attendent of Khir-Bhawani resides alongwith his retinue in the house of Muslim Kalai's at Tullemulla, a Muslim house now kept as vacant. Information collected at the Khir-Bhawani site during a visit to this shrine.
60. Huma Asl-e-Mahshwar Bud, Shah-Shahi-man-didam' is the popular persian devotional song.
61. 'Salam' means wishing well. It is an Arabic word and this festival is associated with 'Maha-Shiv-Ratri' in Kashmir.
62. Shrichakra is a mystic diagram, which is kept in the 'Thakurdwaras' by the Pandits of Kashmir. Punya Nand Kasymiri Tantrik philosopher has written the Kam-Kala Vilas, which was translated by Sir John Wood Roffe, Pub. Ganesh & Co., Madras, Srichakra is a chapter in the MS. Kashmiri Manz Shaktivad by Dr. C.L. Raina.
63. Earthen pot considered to be Shiva as consciousness.
64. Mali-Gardners, who prepare garlands.

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65. The flower garland to be crowned on watuk.
66. Rajtrangini ed. Srikauth Kaul, Vishveshranand Instt., Hoshiarpur.
67. *Ibid*.
68. Maharaja Gulab Singh, Thesis by Dr. Z.L.Jalla, 1986, Kashmir University.
69. *Ibid*.
70. *Ibid*.
71. Kaula and Dhar, "Kashmir Speaks", S. Chand & Co., Delhi, 1950, p. 124.
72. Land Reforms Act, 1972.
73. Article 370 of the Constitution of India.
74. 'Maharaja Gulab Singh', by Dr. Z.L. Jalla, A thesis written in the P.G. Deptt. of History, University of Kashmir.
75. Somnath Dhar, Jammu and Kashmir, National Book Trust, India, New Delhi, 1976, p. 73.
76. Seminar, Kashmir Today, April, 1992, New Delhi, p. 12.
77. *Ibid.*, p. 12
78. *Ibid*.
79. *Ibid*.
80. Jagmohan, "Past, Present, Future", Kashmir Today, Seminar 392, April 1992, p. 23.
81. Indian Express, New Delhi, March 31, 1992.
82. Indian Express, March 27, 1992.
83. Asian Recorder year 1991, p. 21662, April 8-11, 1991.
84. Dina Nath Raina, Unhappy Kashmir - The 1990 hidden story, New Delhi, Reliance Pub., 1990, quoted in Kashmir Today, Seminar, 1992, p. 61.
85. Jagmohan's 'My Frozen Turbulence in Kashmir', Allied Publishers, New Delhi, 1991, Book Review in Seminar Kashmir Today, 392, April 192, p. 57.
86. Washington, Aug. 5, from N.C. Menon' Punjab, J.K. figure in U. S. House, quoted in 'The Hindustan Times', New Delhi, Aug. 6, 1992.
87. P.N.K. Bamzai, 'Kashmir and Power Politics, Metropolitan Book Co. (P) Ltd., Delhi, p. 1.
88. *Ibid.,* p. l
89. Deshopdesha - Narmha Mala, of Kshemendra Pub. Research Deptt., Jammu and Kashmir State.
90. As referred to in Map I, based upon Survey of India map.

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91. Shivalik means the edge of the roof of Shivas dwelling in the Himalayas. Babar has used this word in his memoirs.
92. A.N. Raina, 'Geography of Jammu and Kashmir, National Book Trust, New Delhi, 1971, pp. 1-3
93. Pandit Anand Kaul. 'Grography of Jammu and Kashmir'.
94. Nirmal Kumar Bose 'The Geographical background of India', Pub. The Ramakrishna Mission Institute of Culture I, 1982, p. 8-9.

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2
The Phenomenon of Tourism

Tourism

Tourism is the vital breath in the human activity while making a prolonged journey from place to place. It is a human desire to make a round of the places of interest — religious, spiritual, natural phenomena, beautiful places, monuments, ancient cities, historical sites, places of pilgrimage and places that arouse curiosity. The charm of inquisitiveness is found in the sphere of tourism. A tourist is anxious to exert himself to study and survey, to investigate and learn, to find and observe the natural phenomenon and human skill which together make the sites and scenes charming, pleasing and comforting to human senses. Therefore, tourism is a triadic composition of social, cultural and natural phenomena, which has emerged as one of the world's largest industry. It is, of course the fastest growing industry, where human spirit is deeply involved to know more and more about the mysteries of nature in wanting. The tourist is a keen personality with a keen interest in these phenomena. He is the central figure around whom the structure and frame work of tourism revolves. The tourist is therefore, the basic unit of measurement of trade, production, employment generation etc. in this industry.

A tourist has the hope of getting maximum satisfaction, when he plans to make a tour programme. His taste, temperament, choice, style, language, financial capacity, education, standards of life, ideology, religion, personal beliefs, phycho-physical and

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socio-economic factors all matter when he prepares his mind to go for a tour. His tour is either individual or collective. It is either personal or official or semi-official. It is either a pilgrimage or a research formality..., but in all cases the tourist is bound by certain modes of activities.

The Tourist Phenomenon

The origin of the word "tourist" can be traced from the Latin word "tornus". It means a tool for describing a circle. The word dates back to the year 1292. A.D., which speaks of the fascination of man and the urge to discover the unknown, to explore new and strange places, and to seek the changes of environment and a strong will to undergo new experiences. An Austrian economist, Hermann V. Sehullard said in 1910 that tourism is the sum total of operations, mainly of the movement of foreigners inside and outside a country, city or region. Lickorish L. J. and Kershaws A.G. say in the 'Travel Trade' that the tourist industry forms that part of national income, which caters for the traveller, who is visiting the place from outside the locality, where he resides and works.[1]

The 17th century concept of the term 'tourism' was concerned travelling from one place to another, which would involve a journey touching the principal parts of the country or region. Here we can conclude that the principal parts could be places connected with socio-religious life, having a travel course through the economic centres, which seems to be rationally sound and practically possible. There is no doubt that much of travelling is out of curiosity. It could be a compulsion where religious injunctions and sentiments are involved. We can safely say that going to the 'Amar Nath Cave' in Kashmir, 'Prayagraj' at Allahabad or going on pilgrimage to Mecca is both, religious as well as out of curiousity. But going to 'Goa' or visiting the 'Miami' shores in U.S.A. is purely entertaining. The pleasure part is involved in both the cases. Going to a religious place is considered to be holy and sacred act, and making a tour to Goa, etc. is

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psychologically pleasing and comfort giving. While going to religious places, sa the top of the Himalayas like Gouri Shankar, the Badri Nath Shrine and the Kedar Nath Shrines, having a sacred dip at the Puskhar Lake at Ajmer (Rajasthan), or visiting the Dargah of Khwaja Sahib at Ajmer may be comfortable to our physio-spiritual mind, but it may be troublesome if all the necessary facilities are not practically possible. The tourist in such a situation does not mind that facilities part and yet feels mentally relaxed and emotionally satisfied.

Peter has classified the various attractions having significance in tourism into five categories as given in Table 1 :

Table 1 : Peter's Inventory of Tourist Attractions

1.	Cultural	:	Sites and areas of archaeological interest, historical buildings and monuments, museums, modern culture, political and educational institutions, religious institutions.
2.	Traditions	:	National festivals, arts and handicrafts, music, folk lore, native life and customs.
3.	Scenic	:	National parks, wild life, flora and fauna, beach resorts, mountain resorts.
4.	Entertainment	:	Participation in and viewing sports, amusement and recreation parks, zoos and oceanariums, cinemas and theatres, night life, cuisine.
5.	Other Attractions	:	Climate, health resorts, unique attractions not available else where.

Source : International Tourism, Hutchinson 1960, pp. 148-149.

H. Robinson, however, is of the opinion that the attractions for tourism are basically geographical in their character. Accordingly, he has categorised tourism attractions on the basis

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of geographical factors as shown in Table 2. Tourism is a multi-dimensional industry involving heterogeneous groups. It is heterogeneous because it embraces large variety of traders and industries, which have supplying of tourist needs as their common function. The problems connected with tourist travel and recreation have grown steadily in importance from the social point of view. The last group of problems belongs to cultural and economic geography. But 'physico-economic' studies aim at solving one complex problem that can be considered as a special branch of applied geography namely recreational geography. (*Source*: Leszczycki, 'Applied Geography or Practical Application', Polish Scientific Publishers, 1964, p. 17.)

Table. 2 : Geographical Components of Tourism

1. Accessibility and location.
2. Space.
3. Scenery
   a) Land forms, *e.g.* mountains, canyons coral reefs, cliffs etc.
   b) Water, *e.g.* rivers, lakes, water falls, geysers, glaciers, the sea.
   c) Vegetation, *e.g.* forests, grass lands, moors, deserts etc.
4. Climate : Sunshine, clouds, temperature conditions, rain and snow.
5. Animal life.
   a) Wild life, *e.g.* birds, game reservation zoos.
   b) Hunting and fishing.
6. Settlement features.
   a) Towns, Cities and Villages.
   b) Historical remains and monuments.
   c) Archaeological remains.
7. Traditions, folklore, arts and crafts etc.

Source : H. Robinson, 'A Geography of Tourism, Macdonald and Evans, 1979 p. 42.

By studying the Tables 1 and 2, we can say that Kashmir is accessible and is a proper location. The space for movement is quite considerable and the scenery has the fragrance of a million flowers that blossom on trees and creepers. Summer heightens

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the effect and the autumn is poignant in its colours of warm introspection.

The geographical situation is very much suggestive of vegetation, forests and grasslands surrounding the valley. Sunshine and clouds, and weather conditions of the valley are very inviting world as the tourist attraction. Really, all what has been described in the above tables is found in Kashmir except the deserts. The zoos are not there, but the animal life and migratory birds coming from Siberia to the valley are of great interest for tourists.

But tourism, as we understand it today, is of relatively modern origin. There is the clear cut picture of the mass character of tourism in the modern world and the travels undertaken are at least part with reference to undertaking exploration, discovery, pilgrimage or migration. Tourism is a mass movement of people from the home location to some other temporary location for a few days or weeks. It is gaining momentum, and having the speedy growth on the vehicles of Tourist Industry. In view of the growing importance of tourism, an urgent need of compiling tourist's statistics is felt from the commercial point of view. An International tourist census is require for the industry in general. The League of Nations in 1937 defined the term 'Foreign Tourist' on the recommendations of the committee of the statistical experts and with the concurrence of the member countries. According to this definition the 'Foreign Tourist', is any person visiting a country other than that in which he usually resides, for a period of twenty four hours or more.[2]

Accordingly, the United Nations in 1945 confirmed the above definition as approved by the League of Nations and affirmed that 'tourist' was a person who stayed in a foreign country for more than twenty four hours and less than six months for any non-immigrant purpose. From the commercial point of view, it is to be admitted that the non-immigrants staying below six months, but above twenty four hours, can influence the socio-economic structure of the host place.

The leading organisations like E.T.C.; O.E.E.C., and I.U.O.T.O.

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adapted the above definition of a tourist for the purpose of collecting the tourist statistics. This has helped and will help in reconstructing the tourist structure and give it a stronger commercial base for the development of economic resources, to retain the socio-religious and socio-cultural importance of toursit attractions, to focus attention on the growth and evolution of tourist industry under the most modern development schemes. In 1963, the United Nations Conference on 'Travel and Tourism', which was held in Rome adopted a revised definition of 'tourist' as — "Any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation renumerated from within the country visited".[3] This definition can be analysed in the following manner:

I. Tourist staying at least for twenty four hours in the country visited and the purpose of whose journey can be classified under one of the following heads. Here in this context, a tourist is a temporary visitor as he is involved in that particular place, area, land for a brief period of one day and one night or part thereof.

II. Excursionists, *i.e.* the temporary visitors staying for less than twenty four hours in the country visited. It includes travellers on cruises. Excursion is a pleasure trip, where one gets relaxed, and feels refreshed. In case of a cruise a person makes a sail to and from. It is also a wandering voyage for pleasure or health.

The above definition of the 'tourist' does not include 'travellers' who do not enter the country. It also excludes the day visitors or excursionists from the category of the 'tourists' as recommended by the export statistical group on 'International Travel Statistics Group', 1967. Lambert has recorded the following three characteristics of tourists:

i) A tourist makes a journey of his free-will.

ii) He makes a journey primarily in search of enjoyments.

iii) He returns finally to his original starting point.[4]

Considering the triadic classification of the tourist on the basis of its characteristics, we can safely judge that the freewill is essential. It is the psychic part of the tourist, where there is no

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place for compulsion. A tourist has the liberty to exercise his will to make the planning of the tour. It is a co-ordinating factor for the search of enjoyment. Freewill is the base; it is the means and the search of enjoyment is the end. Lastly, the definition lays emphasis on that the tour is a temporary phenomenon, as the tourist has to come back to his original starting point. The time factor and the empirical sense in the search of enjoyment associated with the human nature and activity come under this purview.

Zavadim Joviac is of the opinion that 'tourism' is a social movement. It is with a view to rest, diversion and satisfaction of cultural needs[5]. Joviac affirms the social aspect of tourism. A study of tourist psychology and motivation reveals that tourists travel for more than one reason, and for many, especially for the majority, tourism is the outcome of a combination of motivations. Social motivation is a specific factor for the promotion of tourism. Those who can afford the time and money frequently go to the winter sports for the specific purposes of skiing, skating and tobogganing.

McIntosh has said that basic travel motivators may be grouped into four categories :

i) Physical motivators,

ii) Cultural motivators,

iii) Interpersonal motivators,

iv) Status and prestige motivators[6]

Physico-cultural motivation is related to the physical relations and rest, sporting activities and specific medical treatment, and it also serves as a broad based purpose for understanding the cultural heritage expressed in art, music, literature, folklore, handicrafts, painting, sculpture, dance, theatre etc.

Interpersonal motivations are connected with the individual's desire to visit new places, or to meet new people and forge new friendships. Motivation may also be to relax from the routine of daily work.

Status and prestige motivations are identified with needs of personal esteem, personal development, professional know-how

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business interests, education or the pursuit of hobbies. They cover the socio-educational high-ups, who engage themselves in tourism for achieving the higher status. When the bio-data or curriculum vitae is filled for promotions, appointments, interviews, a column such as 'places visited' is to be filled up by the competitors or the applicants for the consideration of their applications.

H. Robinson analyses that the 'tourism'is categorised for eight main reasons:

1. For relaxation and refreshment of body and mind, which is becoming ever more necessary in modern life, with its speed, stress and strain.
2. For health purpose: to secure fresh air and sunshine and sometimes to take, and bathe in, medicated waters or undergo special treatments of a medical kind.
3. For active participation in a wide variety of sporting activities such as walking, mountaineering, skiing, sailing, fishing, shooting, pony-trekking, etc.
4. For sheer pleasure, fun and excitement, the individual's need for pure pleasure is very strong indeed; and 'travel' and 'holiday' make a simple way of satisfying this demand.
5. For interest in 'foreign parts', especially in places having important historical or cultural associations or places holding special festivals in art, drama, music etc.
6. For interpersonal reasons : to visit one's relatives, to meet new people and seek new friendships, or even to escape for a while for one's usual associates.
7. For spiritual purposes as, for example, going on pilgrimages to scared religious sites or holy places.
8. For professional or business reasons, *e.g.* attending conventions related to the professions, industry or commerce or to some organisation to which the individual belongs[7].

Ogilive has laid down the following criterion for defining a

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'Tourist'. He maintains that a person is a 'Tourist' only, when he satisfies the following criterion :-

1. He spends his money in the place, which he visits without making any earning there.
2. The person is away from home for a period of less than one year[8].

This definition is purely money and time based. It has not given the socio-cultural or ethos behind the concept of 'Tourism'. Though his work is on the 'Tourist Movement' it does not seem broad-based, as the spirit behind 'tourism' is the organisation of 'Tourism', where the role of organisation is of substance. It must involve planning, transport, measurement of 'Tourism' with respect to economic and social significance. The elements of 'Tourism' must contain the historical components and geographical components with respect to time, place and situation.

According to the recommendation of the committee of statistical experts of the League of Nations the following persons were not regarded as tourists :

1. the persons entering a country, with or without a contract, to take up an occupation;
2. the persons arriving to take up residence in a foreign country;
3. students and young persons in boarding schools;
4. the persons domiciled in frontier zones and crossing the frontier to work in the adjacent foreign country;
5. the travellers passing through a country without stopping even if the journey be in excess of twenty four hours.

Although there have been slight modifications to these recommendations, still basically they stand and have been used in the compilations of travel statistics by both the individual countries for national purposes and by I.U.O.T.O. for the collation of international movement.

At the United Nations Conference on International Travel Tourism held in Rome, in 1963 a revised definition was prepared by I.U.O.T.O., and the adopted definition was :

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The terms 'Visitor' describes any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated within the country visited :

1. Tourist and
2. Excursionist.

Broadly speaking the tourist must stay at the place of visit for over twenty four hours and excursionists are those staying for less than twenty four hours in the country visited, including cruise passengers.

The Tourism Committee of O.E.C.D. adopted in 1970 the definition approved by I.U.O.T.O., recommending that a tourist is a foreign resident staying in a country for over twenty four hours, but recommended that the cruisers should be regarded as a special group. The committee also reaffirmed that the five categories not regarded as tourists by the League of Nations statistical committee be accepted.[9] Thus the O.E.C.D. definition excludes foreigners taking up or continuing work or study in a country and travellers passing through a country without stopping, but includes businessmen's visits, diplomatic traffic and persons travelling to meetings, conferences or conventions of any kind. For the purpose of understanding the definition of the term 'tourist', the O.E.C.D. definition may be adopted with appropriate amendment for tourism within a single country.

Since India is a sub-continent with its own peculiar flora and fauna, the high peaks of the Himalayas, rich cultural heritage, long historical background, specific spiritual and philosophic traditions, places of recreation, scenic beauty, changing weathers, snow falls, deserts and bound by the sea in the south it is of special attention to the foreigners.

After achieving independence on 15th of August, 1947 and enacting the Constitution on 26th January, 1950, the Government of India, indicated to the Ministry of Tourism to promote national economy and to earn foreign exchange. Tourism in India comes under the aegies of the Department of Tourism and its associate

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the India Tourism Development Corporation (I.T.D.C.). Both are concerned with the propagation and promotion of India Tourism abroad. The development of facilities for tourism, such as transport and accommodation are of vital nature and open the new facets of tourism in India. The I.T.D.C. has undertaken this task to as much extent as is within its capacity and jurisdiction.

India is an age old, highly developed and unique civilization, in which the major religions of the world, such as Hinduism, Islam Christianity, Buddhism, Sikhism, Jainism, Parsi are exist together. India has two special attractions such as rich and varied wild life and a wealth of ancient monuments[10].

On the basis of International spirit of tourism and consideration of its geographical situation the government of India adopted the following definition of a 'tourist'

'A foreign tourist is a person, visiting India on a foreign passport, and staying here for at least twenty four hours, with the purpose of his journey, which can be classified under the following heads :

1. Leisure — recreation, holiday, health, study, religion and sport.
2. Business, family mission, meeting.

The following categories are not regarded as 'foreign' tourists.

1. Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the country.
2. Persons coming to establish residence in the country.
3. Excursionists - temporary visitors staying less than twenty four hours in the country. It includes travellers on cruises.

The following individuals coming to India are not included in the statistics :

1. Nationals of Pakistan and Bangladesh.
2. Nationals of Nepal entering India through land routes.
3. all foreigners entering India form Bhutan through land routes[11].

Hence, the broad spectrum of the definitions available have

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thrown a greater emphasis on the 'time factor', duration of stay, while defining the 'tourist' whereas the motive of tour have been accorded a co-ordinating factor.

Importance of Tourism in National Economy

Tourism is of vital importance in all types of the world economies. It serves as a catalysis of development in the developing economies. Generally speaking, economic development refers to the problem of developing countries. A. Maddison makes the distinction between the economic development and economic growth in his work 'Economic Progress and Policy in Developing Countries (1970). The raising of economic levels is generally called the economic growth in rich countries and in poor ones it is called economic development.[12] Schumpeter makes the distinction clearer when he defines development as a discontinuous and spontaneous change in the stationary which forever alters and displaces the equilibrium state previously existing, while growth is a gradual and steady change in the long run which comes about by a gradual increase in the rate of raisings and population.[13] The majority of economists generally accept the view point of Schumpeter. C.P. Kindleberger says in the "Economic Development"; "Economic growth means more output, while economic development implies both more output and changes in the technical and institutional arrangements by which it is produced and distributed. Growth may well involve not only more output derived from greater amount of inputs but also greater efficiency.[14] Friedman defines growth as an expansion of the system in one or more dimensions without a change in its structure, and development as an innovative process leading to the structural transformation of social system[15]. Arthur Lewis in his 'The Theory of Economic Growth' writes that 'most often we shall refer only to 'growth' but only for the sake of variety, the progress as to development[16].

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a) Tourism — Source of Foreign Exchange Earnings

Tourism in India is of crucial importance in relation to its critical position balance of payment problem, in respect of because of it being an important source of foreign exchange earning. It is the most convenient way of earning the foreign exchange, when compared with the export of manufactured goods. The problems of package and transportation do not arise. The tourist has to spend in India, whether travelling by air, railway, roadways, shikara, house boats, pony rides, dandies etc., while making his tour in any part of tourist interest in India. The tourist takes the immediate delivery of the goods made in India.

For the past few years tourism has turned out to be a major industry for India. In 1991, more than 1.6 million international tourists visited the country. Based on an average stay of 28 days, the overnight stay of tourists worked out to 46 million. A further growth of 6.5 percent was expected during the year 1992-93. Evaluation of international tourism in India has been mainly dependent on visitors from Western Europe and North America and the contribution of these two regions to total tourist arrivals in India is about 39.82 percent. West Asia too with 7.06% share is another region important for India. Not withstanding the steady growth in the arrivals of foreign tourists in the country, India's share in the global tourism industry continues to be pitifully low despite the variety of tourist destinations and types of tourist activities that could be organised in the country. In 1960 tourist arrivals in India were just 0.18% of the world tourism and this increased to only 0.46% in 2000.

The share of India in the world tourist arrivals is very low due to the fact that official appreciation of tourism as a major economic activity was late in coming. The emphasis to increase the international tourism gained momentum after the preparation of the approach paper for the seventh plan when some concern was expressed for attaching importance to tourism development.

Increased affluence in Western Europe, North America and elsewhere due to increased productivity and computer aided

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technology is bound to lead to growth in tourism. In fact, the stress created in the modern technocratic societies of the developed countries could be overcome through tourism. "The National Committee of Tourism' has emphasised the need to gear up tourism facilities in the country and evaluation of different types of tourism packages for different groups of tourists.

The committee has pointed out that during the ninetys promotional campaigns will cease to be general, and specialised tourism packages will have to be developed. The target clients are anticipated to be of four distinct types: (a) the market of young tourists, (b) the market of economically active adults, (c) the market of the so called 'Senior Citizens', (d) miscellaneous sub-sections depending on income, education and cultural levels.[17]

Traditionally India has been viewed as a market for cultural tourism, with visits to ancient sites of culture. The tourism department has now hit the idea of diversifying the form of tourism especially in view of the diversity of resources available in the country. Thus, great emphasis is being laid on leisure and holiday tourism, winter and water skiing, adventure tourism and sports. The diversification programme includes development of water resorts, organising trekking, mountaineering, skiing, water sports, wild-life sanctuary visits and river rafting. Trekking which is one of the major activities of young tourists, requires little investment in infrastructure and carries its benefits to the economically backward hilly areas which have little other avenues for remunerative activities. 'The Himalayas which are the unique tourism resource are being tapped for organising trekking trips for young visitor.[18] Besides, water sports are also being promoted in certain locations for example, a water sports facility is being launched in Srinagar Dal lake and at Nagin lake.[19]

Apart from diversifying the types of tourist facilities available in the country, the authorities have underlined the need for a selective approach as well. For example, it has been noticed that certain groups of tourists have been high spenders.[20]

The most substantive benefit of international tourist inflow is

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the foreign exchange earned by the country. Over the years the exchange earnings from tourism has gone up with speed. Foreign Exchange earnings of tourism industry was projected at 3000 crore in 1991-92. In less than two decade and a half the earnings have gone up from just Rs. 32 crore in 1971-72 to 6,970.3 crores in 1993-94. Despite this impressive growth in earnings the country's receipt in tourism accounted for only 0.71 percent of the world tourist receipts.

Table 3 : Estimates of Foreign Exchange Earnings from Tourism

Year	Estimated (Rs. in crores)	Percentage change over Previous year
1970-71	32.5	2.2
1975-76	189.6	101.7
1980-81	1,166.3	26.8
1981-82	1,063.9	(-)8.8
1982-83	1,130.6	6.3
1983-84	1,225.0	8.3
1984-85	1,300.0	6.1
1985-86	1,189.1*	-
1986-87	1,606.6	35.1
1987-88	1,856.1	15.5
1988-89	2,054.0	10.7
1989-90	2,386.0	16.2
1990-91	2,612.5	9.5
1991-92	4,892.0	87.3
1992-93	6,060.0	23.9
1993-94	6,970.3	15.0
1994-95	7,413.0	6.5
1995-96	9,150.3	23.3
1996-97	10,417.6	13.8
1997-98	11,263.9	8.1

* Figures for the years 1985-86 onwards were estimated on the basis of revise methodology and hence is not comparable with those up to the year 1984-85.

Detailed analysis of the aggregating figures on tourism receipts

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indicates that the proportion of high spending among foreign tourists has fallen in recent years and that of low budget tourists has increased. The persistent devaluation of rupee has made India a cheap destination over the years, and much tourist flow is observed.

b) Contribution to National Income

Tourism receipts have a major contribution towards National Income. When tourists pay for goods and services in another country, these amounts are reflected as national travel receipts for such country. A simple measure is to calculate the percentage of receipts from international tourists in relation to gross national produce. This measure is of greater significance for the countries which do not have the large base for growth of domestic tourism. But in such countries the international receipts provide a useful indicator of the economic importance of the tourist industry for thecountry.

Share of India in the World Tourism Receipts

Year	World Travel Receipts (Billion US$)	Travel receipts in India (Million US$)	Percentage Share
1990	266.2	1512.7	0.57
1991	272.7	1756.9	0.64
1992	310.8	2119.8	0.68
1993	317.8	2104.4	0.66
1994	347.8	2320.2	0.67
1995	393.3	2609.2	0.66
1996	433.9	2962.6	0.68
1997	443.8	3151.7	0.71

Source : Tourist statistics 1997 Publication Department of Tourism Govt of India.

c) Effect on Employment

Another major direct economic effect of tourism relates to employment. The problems of unemployment and under-employment are more acute in the developing countries.

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The tourist industry is a highly labour intensive service industry and hence is a valuable source of employment. It employs large number of people and provides a wide range of jobs which extend from the unskilled to the highly specialised. But unfortunately, no detailed studies are available regarding the employment statistics of these direct and indirect beneficiaries worldwide. However, it is estimated very roughly that the accommodation sector absorbs not less than 50 percent of the total employment in tourism industry.[21] A study made in India (on the basis of 1977 census) estimated that 681, 102, persons were employed in all types of hotel and restaurant establishments and 1015, 594 persons in the transport sector alone.

Construction industry is another very big source of employment. The basic infrastructure are roads, airports, water supply and other public utilities. Also, construction of hotels and other accommodation units create jobs for thousands of workers, both unskilled and skilled. The entire important sector of basic infrastructure represents appreciable source of employment of manpower. In many of the developing countries, where chronic unemployment often exists the promotion of tourism can be a great encouragement to economic development and, especially, employment. When discussing about employment, it is necessary to consider the seasonal nature of the tourism industry, where general diversification alternatives are scarce, a combination of heavy dependence on tourism and highly marked seasonality call for measures to develop off- season traffic.[22]

d) The Multiplier Effect

Tourism as a source of income is not easy to measure, at least with any degree of accuracy. This is because of the multiplier effect. The flow of money generated by tourist spending multiplies as it passes through various sections of the economy through the operation of the multiplies effect.

The multiplier mechanism has also been applied to tourism and in particular to tourist expenditures. Tourist expenditures not

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only support the tourist industry directly but help indirectly to support many other industries which supply goods and services to the tourist industry. In this way money spent by tourists is used several times and to spread. into various sectors of the economy. In short, money, paid by the tourist, after a long series of transfers over a given period of time, passes through all sectors of the national economy stimulating each in turn throughout the process.

Prof. J.M. Keynes in 1936 and Prof. A. Samuelson in 1939 have given the concept of 'Multiplier'.

The multiplier effect of tourism can be expressed in the following formula[23]:

$$K = \frac{1}{1 - \frac{C}{Y}}$$

where
K = stands for the multiplier,
C = stands for consumption, and
Y = stands for income.

The multiplier K is dependent on the relationship between a change in consumption C and a change in income Y.

Suppose, that the tourist expenditure in Srinagar is Rs. 10 lakhs in a particular period of time. Assume further that the change in income (Y) might amount to Rs. 30 lakhs and the change in consumption (C) might amount to Rs. 20 lakhs. The value of the multiplier would be as follows :

$$\frac{1}{1 - \frac{20}{30}} = 3$$

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e) Development of Infrastructure

Tourism necessitates creation of infrastructure, utilities and amenities which are not only used by visitors, but become available to local population as well. These provide a catalytic impetus for commercial and industrial development of an area of a country. Tourism may also induce certain broader economic benefits to developing countries that promote its more all-round development, construction of any future economic growth even though they may not be directly productive.

The development of infrastructure can gain momentum in the ground and service installations. These structures are among the most important parts of the infrastructure.

A tourist in Kashmir is often more attracted by a facility designed in conformity with local architecture, as a part of local landscape. Interior designs should be stimulating and attractive. Lodgings need local colour, atmosphere and comfort. Auxiliary services[24] such as gasoline stations, roadside eating facilities, motels, roadside parks, roadside picnic facilities, resting parks that have toilet facilities, scenic turnouts, marked points of interest within easy access of the road and auto repair and service facilities all have been in the stage of development.

Creation of basic infrastructures for tourist usage will also be of service to other sectors of the economy like industry and agriculture. The outcome of this is better equilibrium of general economic growth.[25]

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3

Organisational Set up of Tourism in Kashmir Valley

A. Tourism Organisation

The Role of Organisation

Organisation is variously used in management. It is the behavioural science concerned with human relationship in group activity equivalent to social structure. Thus, "Organisation" encompasses all formal and informal relationships, inside and outside the enterprise, which is concerned with the behaviour of the employees. The organisation includes the behaviour of all the participants[1]. On the above criteria, which have been put forth by Chri Argyris, the tourism organisation deals with behavioural aspect of the industry, which determines the "enterprise" to accomplish the goal of increasing the tourist arrival, to generate employment, promote trade and transport and to earn the foreign exchange for development.

Tourism organisation relates to the structure of the industry, and is concerned with the issues involved in and the approaches to tourism[2]. Thus the trilogy as focused by Robinson emphasises the industrial structure in the primary stage. The tourism industry will involve attractions, accessibility and amenities. It is the organisational task to achieve this success. Organisational acumen, if utilised in the proper manner alone can make a success[3].

Tourism is to be organised as industry segments and trade associations. The industry segments are: Accommodation, Marketing, Transportation. The 'Trade Associations' are identified

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as 'Travel Agency', the tour operator or tour wholesaler, restaurant organisations, entertainment and recreational associations, shops and publicity organisations. This is the broad demarcation, as to how the tourism industry can be classified.

Tourism organisational acumen can facilitate in reducing the distances, and the managerial ability to sell the commodity, to promote production and sale in the right perspective[4]. Tourism has to give support to local handicrafts and cultural activities. All these benefits are to be achieved with a relatively low level of investment[5].

The tourism organisation lays emphasis on services. In the books of the Reserve Bank of India, the word "travel" is used in place of tourism. From the statistical point of view, the RBI provides same treatment to 'travel' as is given to transportation. Although coming under the purview of 'Services', the 'Operators' have been calling these services as industries. It was only after the Seventh Five Year Plan formulation of the, that the National Development Council strongly recommended the change of nomenclature[6]. There is, virtually a wide assortment of organisations that produce, supply goods and services for the tourist', as mentioned by Mridula/Narayan Dutt in `Tourism as an industry'[7].

While discussing the Tourism Organisation, we see in our survey that accommodation, restaurant services, transportation, travel agencies, handicrafts, shopping establishments, financial institutions come under the purview of the 'Primary Enterprise', while construction industry, plant and equipment marketing and advertising come under the 'Secondary Tourist Enterprise.[8]

National Tourism Organisation

It was in 1945 that for the first time, a Tourism Committee, was constituted under the chairmanship of Sir John Sargeant. The committee recommended the need of a separate organisation for promotion and development of tourism.[9] The State of Jammu and Kashmir had the "Department of Khatir - Tawazah", prior to

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1945, which was looking to the hospitality and protocol services to the foreign dignitaries and the `State Visitors Bureau' was created for the promotion of the tourism in valley.[10]

Consequently, a Tourist Traffic Branch was set up in 1949, and put under the Ministry of Transport. Keeping pace with the international standards, four Regional Tourist Offices were set up in Bombay, Delhi, Calcutta and Madras, during 1950-51. No funds were allocated during the First Five Year Plan (1951-56) and in the Second Five Year Plan (1956-61) there was a taken provision for the tourism development. It was in 1958 that the Tourist Traffic Branch was elevated to the status of the Department of Tourism, and two overseas offices were set up at London and New York.[11]

Later, the L.K. Jha Committee strongly felt the need of Ministry of Tourism and Civil Aviation and setting up of Indian Tourism Development Corporation under the Central Government, which was established in 1966. It was in the Seventh Plan that the National Development Council recognised it as an 'industry' and plan outlay was increased from Rs. 187 Crores to Rs. 336 Crores during this plan. Rupees 140 Crores were earmarked for Market Development Fund of the Ministry of Commerce.[12] The Central Government has 21 tourist offices in the country, and has the divisions of Administration, Planning, Finance, Hotel, Travel, Trade and Marketing Research to give guidelines to the State tourism as well.[13]

Indian Tourism Development Corporation (ITDC)

It is a Central Public Sector Enterprise and functions as a commercial entity serving as a wing of the Department of Tourism. It came into existence with the purpose to offer a complete package, tourist services, which involves accommodation, transport, conference and convention facilities, shopping services, entertainment, publicity and cultural programmes. Hotel Corporation of India Limited, India Tourism Corporation Ltd. and India Tourism Transport Undertaking Ltd., were amalgamated on October, 1996.[14]

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Institute of Tourism and Travel Management (ITTM)

This institute was established by the Government of India in 1983, and is under the administrative control of the Ministry of Tourism. This institute provides academic opportunities for the managerial posts needed in tourism and travel industry and related sectors of airlines, railways and tourism corporations.[15]

National Council for Hotel Management & Catering Technology (NCHMCT)

This Council has been commissioned under the direct Control of the Department of Tourism since 1982. Twelve institutes carry out the programmes of Applied Nutrition along with the Hotel Management, Catering Technology and Food Craft Institutes. Jammu and Kashmir has created both these entities on the lines of tourism organisations at the central level.[16]

The role of Tourism Organisation is highly complex. The interaction between various agencies is suggested to make the tourism a vibrant industry. In the national sphere the tourism industry in Kashmir must have co-ordination with the international organisations such as International Aeronautical Federation (IAF), International Automobile Federation (IAF), International Air Transport Association (IATA), International Civil Aviation Organisation (ICAO), International Chamber of Commerce (ICC), International Council on Monuments and Sites (ICOMOS), International Federation of Camping and Caravaning (IFCC), Intentional Union of Official Training Organisation (IUOTO), International Hotel Association (IHA).

Role of Tourism Management

The modern civilization has increasingly become one of cooperative endeavour. The principles related to the task of managing apply to every kind of enterprise. The management focusses itself on attaining a common goal in an organised planning. It aims at creating the internal environment within the

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industry in harmony for group goals.[17]

Aenry Fayol, the French industrialist, has found that all activities of industrial undertaking could be divided into technical, commercial, financial, security, accounting and management. The management part is having comprehensive object of planning, organisation, command, co-ordination and control.[18] These five divisions in the management are interdependent, which make the industry run in proper perspective to meet the international standards. Oliver Sheldom says in 'Philosophy of Management' that 'the administration', the 'proper management' in terms of policy and employment, and the combination of work of individuals and groups constitute the faculties necessary for organisation.[19] His ideas represent the pure American thought on management. Tourism management with reference to Kashmir needs an operational process to identify the functions of managers. Serious attention must be given to Management psychology because 'human behaviour' focus the base of tourism.

The social responsibility of tourism management is to make the industry a decentralized authority. It must remove authoritarian attitude by the top executives of the management to employees. This would help the Government to increase the rate of economic growth and create the additional jobs for the professionally trained persons and allied services.[20] The staffing is an ingredient of the management. Hence organisational planning, programme analysis and managerial appraisal need to be maintained.

Our survey indicates that the organisation and management should be co-ordinated to create economic benefits to tourism.

B. Tourism Planning

Planning is the basic function of management, being concerned with the conscious determination of the courses of action to achieve predetermined objectives. Planning is viewed by some as decision making since it has to decide in advance about 'What' is to be done? 'When'? 'By whom'? and 'how'?[21]

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Meaning and Importance

William H. Newman and Charles E. Summer, Jr. describe the planning as : 'The process of planning covers a wide range of activities, all the way from initially sensing that something needs doing to firmly deciding who does what when... It is more than logic or imagination or judgement. It is the combination of all these that culminates in a decision— a decision about what should be done. The decision phase of planning is so important that we shall use the expression 'decision making' as a synonym of planning.[22]

Above definition lays emphasis on the decision making, on the basis of inference, comparison, and research oriented data collection. Initially this can be suggestive to the tourism planning since tourism owes its association with a temporary travel of various visitors to different destinations in the capacity of pilgrims, excursionists, holiday makers, students, researchers and planners. It involves the events and attractions on regional and national tourism. The social and cultural impact of tourism need to be planned under tourism sociology. Contemporary institutionalized tourism is a mass industry, which forms the structure of tourism planning. The tour is made as a package, standardized and mass-produced.

Richard N. Farmer and Barry M. Richaman observe : The planning function determines organizational objectives and the policies, programmes schedules, procedures and methods for achieving them. Planning is the process of making decisions on any phase of organized activity[23].

Commercialization has taken priority over the preservation of natural spots, mountains, hills and hillocks, which causes unending scars on the shape and beauty of the spots, *e.g.* the encroachments on the hillocks of Shankaracharya and Hariparvat reveal the ill-planning of the state by allowing the Housing colony at these natural sites[24].

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Issues of Tourism Planning

The obstruction, which is confirmed by urbanisation of the natural spots, by way of allowing the housing schemes on such spots, has created problems in the structure of tourism. The tardy and unplanned development has made the society realise the paramount need of tourism planning in such a way that the common inhabitant gets awakened not to damage or destroy the monuments or make encroachments. Thus, the tourism development keeps its base on the scientific research of requirement by the tourist. It has been observed that previously attractive areas are being ruined by over development. The natural beauties are popular tourist destinations, which need to be preserved and protected by sensible planning, as these are the potential manifestations of nature.

Planning for the tourism development is associated with the economic issues like income generation, employment generation and regional development. It lays stress on the balance of payments, which maintains prime role in the organised planning. The planners need to make themselves acquaint with the socio-economic structures of the places from which the tourists plan to visit Kashmir. Mostly, as identified by the Ministry of Tourism, Govt. of India, the visitors come from Canada, U.S.A., Mexico, France, Italy, U.K., Switzerland, U.S.A., Iran, Malaysia, Singapore, Japan, Australia[25]. The planners need to plan creation of efficient and helpful arrangements with regard to their arrival in Delhi and Bombay and subsequently their reception at the Srinagar Airport.

To facilitate creation of the infrastructure of tourism planning, based on a well-defined development programming, the following factors are taken into consideration: (1) Priority is established in developing planning within the limited natural and allied resources. The problem of the ingredients of food stuffs to suit the western taste of the tourists is to be considered. Insufficiency of oxygen cylinders and health services at the high treks and high peaks need to be planned in a phased manner. The tourism industry needs to formulate well defined short, medium and long term

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plans, in accordance with the priorities as established.

The planning in the second phase is a wide ranging one, which includes hotel structures, communication set up, transportation and the social necessities, *i.e.* recreational aspects, conference halls, indoor games and above all the tourist involvement in the media programming.

Shortage of resources with respect to technology, trained manpower and equipment is a perpetual handicap which forms part of the third phase of planning; and lastly the importance of balanced, socio-economic development need to be included in the planning process of the tourism industry.[26]

Planning Startegies

Koontz and D'onell divide strategies into (1) grand strategy and (2) competitive strategy.[27] The the grand strategy formulation regarding tourism is to asses the social effects of economic changes. Creation of new production and service demands is a complex set of social impacts on the community, which covers the vast range of tourism organisers. It should cover the selection of key executives, who could be professional experts, because they can supply the force that sparks a programme and carries it to completion.[28] In the competitive strategy the planning should be based on a comprehensive review of the tourism forecasting literature. Economics of our recreation resources need to be analysed to compete with the tourism market according to the international standards.

Economic cooperation and development in Kashmir emphasises that tourism is by its nature somewhat different, when compared with other segments of economy. The distribution, and sales promoting need to be planned to support the sales increase. Hence, planning should cover the publicity and promotional techniques. Laurence Stevens, writing in "The Travel Agent" suggests producing a regular news letter giving recent trends in travel trade, the use of art and photos, inclusion of client comments and stories.[29] The news letters help in selling tours and planning

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needs that the men involved with tourism should be qualified and experienced to produce such news letters.

Tourism planning has gone through many phases and steps and its strategy, mechanism, development of a futuristic outlook, understanding human behaviour have been well established and accepted by international standards. Initially, while planning the planner has to go from gross to subtle, *i.e.* from accruing of facilities on the basis of natural resources to evolving it to the extent that travel and tourism marketing is best suited to every tourist.

The planner has to plan on the basis of availability of funds and the way they get spent to achieve the best planning includes : (i) the product or service itself, (ii) method of distribution, (iii) method of pricing, (iv) means of promotion, (v) personal selling and (vi) advertising.

The planner has to analyse the concept of good product or service, which creates a demand. If the product service is devoid of good characteristics, it cannot last long, even with good advertisement, but luckily, Kashmir has great potential with respect to tourist interests and the industry can withstand any competition, provided the planning is done with the right perspective.

Robert T. Reilly suggests : It is true that good advertising only calls attention to a bad product. Travel agencies too, should not put out the work to potential clients, until they are ready to handle them.[30]

The socio-economic benefits from tourism are powerful. Expected continuous growth is based on continually rising per capita incomes, lower travel costs, increased leisure time and change in consumers' tastes and preferences toward travel, recreation, leisure, goods and services.

Tourism planning can be argumented for-

(1) providing employment opportunities, both skilled and unskilled, because it is a labour intensive industry;
(2) generating a supply of the much needed foreign exchange;
(3) increasing the sources of income;

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(4) creating increased Gross National Product (GNP);
(5) the development of an infrastructure that would help stimulating local commerce and industry;
(6) justifying environmental protection and improvement;
(7) increasing government revenues;
(8) helping in diversifying the industry;
(9) providing tourist and recreational facilities that could be used by the local population also, which could not otherwise afford developing facilities;
(10) giving foreign tourists an opportunity to be favourably impressed by "Kashmir the Crown of India".

Tourism industry in Kashmir needs to be guided by carefully planned policy. This should not be structured and built on balance sheets, 'Profit and Loss' statements alone, but on the ideals of human welfare, interaction and world unity.

Planning procedures, should cover formulated objectives. Data collection, analysis and interpretation without a set of objectives aid development concept have no direction.[31] The objective before the tourism planners in Kashmir is to find the tourist demand and supply, strengthening link between area-plan and national plan and construction of adequate infrastructure. The data must be gathered from the initial stage, *i.e.* the tourist entering the state by air, railway or road. It should be fact finding, research oriented and a survey undertaking of sites and infrastructure. Every care should be taken to set up the monitoring agency in order to avoid discrepancies and to reconstruct the direction of development.

The World Bank has given guidelines about tourism planning, which require due consideration :

(i) Planning should be integrated to avoid as far as possible disparities in the standards of amenities for visitor and local population.
(ii) Tourism planning should not exclusively be left to private enterprises in search of profit. Government must actively participate in it.

UNCTAD in 1973 undertook a comprehensive study of the

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tourism developing programmes and policies to be adopted by various developing countries in regard to the 'Package of Programming'. for the potential benefit of travel trade. Tourism planning, when considered under the UNCTAD recommendations and the policy formulated by the World Bank, will gain economic operation. Planning will minimize the cost because of the emphasis on efficient operation and consistency. Planning is verified at the production level. When trends are not easily discernible, good planning can be even more difficult. A proper initiative is to be conceived in the private sector as well.

The tourism planners should take into consideration the architectural recommendations, creaton of infrastructure, tourism development, heritage preservation, time management, organisational structure and planning for decision making.

The policy planning of tourism is substantial while maintaining existing levels of tourism under review. It has been suggested that one of the best methods to maintain demand is to increase the quality and extent of reception and guest activities. This can be accomplished by providing a more personal welcome to each arrival and offering expanded recreational, cultural and social programme.[32]

Our research and survey suggest that meeting a challenge in competition requires a lot of understanding — by management, by the government and of the local sentiments, which get involved with tourism planning. Survey sampling should be conducted on the basis of facts, opinions, inter partition and personal interviews. For further development in Kashmir planning needs micro-analysis under the present circumstances.[33]

C. Tourism Promotion

Valley of Kashmir, a glittering crown in Indian Tourism needs commercial exploitation to be placed at the centre of International Tourist map, and thereby magnifying profound economic and commercial changes.

The term commercial prospects deals with diverse aspects of

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the economic, physical and socio-cultural orientations. The changing structure and concentration on Tourism will suggest reactivating infrastructure, overhauling traffic, reducing noise pollution and overcrowding of residential accommodation during the peak periods of tourism in Kashmir.

The low budget accommodation in the rural areas, which needs more urbanisation can be useful, as per the identification made by proper planning. The government must acquire land as per the existing market rates to provide sites for low tariff hotels and hutments. The architectural concept must combine the integrated 'Kashmir design of construction' and the western concepts of modern facilities.

Security Measures

For the promotion of pilgrim tourism in Kashmir, heavy security has to be maintainted. 'Amarnath Yatra'— a 45-km trek undertaken by thousands of pilgrims in the months of July and August to the holy cave in the valley, is giving the Central Government worries due to the worsening security situation in the area.[34] A police protection force has to be inducted to maintain the pilgrim tourism intact, and to promote it by making the route safer and by winning over the confidence of the local population.

Preservation of Historical Monuments

World famous attraction of Burzuhoma site, the ruins of Martant Temple, the Khankahs, the archaeological sites at Pandrethan and Shadipur need to be preserved. These historical monuments are the national heritage.

Advertising, publicity and public relations are the best promoters of tourism in this age of high competition. The 'truth' is the best instrument in publicity, hence the advertising needs to be discussed, debated in the early stage and then documented for press release. The department should introduce brochure shells — a folder with some photos or artwork to add information.[35]

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These brochures need to be displayed at the world fairs, and sent to the capital cities for global publicity.

Kashmir is a Tourist paradise. Courses like 'Kashmir Tourism' must be introduced as programmes in the regular features of Akashvani and Doordarshan broad casted and telecasted to popularise and develop tourism in Kashmir.

Environment Protection

It is not only a regional or national concern. Environment destruction is a threat to the globe, and Kashmir is to be equally concerned with it. It has been noticed that the devastation of forests has occurred on a large scale, which has created environmental disturbances. To make sure that Kashmir does not further suffer with deforestation, legislation is an immediate need. The sightseeing places are quite in proximity with the forest ranges and such threats to forests do cause concern in the state tourism.

Systematic Approach for Tourism Development

There is a vast potential in the Tourism industry for identifying the target market. It can be geared up by creating an appropriate structure to meet the demand. Most areas are needed to be covered under the network programmes in the international market. Socio-cultural and legal obligation need to be smoothened, which hinder in the developing tourism of Kashmir.

Emergence of Group Travel Patterns

The domestic tourists, who avail off LTC and those who are pilgrim tourists have common group interests. A tour can be arranged, often at reasonable cost, and thus more tourist arrivals can be expected. The Tourism Department and its constituent sectors can manage such tours through more publicity. The tour operators must conceive such projects which would undertake social or subsidised tourism. Social tourism is a type of tourism,

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which is practised by those who would not be able to meet the cost without social intervention.[36] Government of India has introduced LTC, but the State Government should encourage subsidized tourism.

Time management needs to be promoted in almost in all the spheres of the industry. It will help to maintain the consistency in every sphere of tourist activity. The conventional ways of looking at consumer behaviour, especially in tourism, are becoming outdated and need accurate time management. Time sharing is a technique for the multiple ownership and/or use of resort and recreational properties. Such systems if adopted by the hotels, motel, condominiums, camping ground and house boats will eventually promote tourism in the valley.[36]

Identification of the Target Market

A computerised survey is suggested to identify the zones, wherefrom the tourist arrival is flowing in the maximum numbers. The criterion of the tourist is a vital issue for the prospective tourism in the valley. The Tourism Department of the Government of India has published the statistical data but the data needs to be arranged on the following lines:

i) Places of interest in the valley.
ii) Major types of activities tourists intend to have during their stay.
iii) Classification of accommodation status tourists intend to have during their stay.
iv) The criteria of the visit, *e.g.*, tour trekking, pilgrimage, sight- seeing, comparative study, study of history, culture and social set-up etc.

This analysis will help the planning department to pay more attention to the areas on which the tourists like to concentrate.

It will also help to receive the best value for the tourism promotion.

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Infrastructure of Tourism

Introduction

The infrastructure of tourism in the Valley of Kashmir has a distinct characteristic, as it involves the basic support of tourism. Since Kashmir is a mountainous region blessed with the valley infrastructure building has to be undertaken considering Kashmir's own natural resources as the primary tools. These should be used for providing modern facilities and avenues on firm footing.

Natural resources have to be exploited to give it a distinct feature and a purely Kashmiri outlook. The body upon which this industry stands must be essentially Kashmiri in spirit but modern in behaviour. So the productivity of the natural resources of the area for tourism is a function of application of labour and management.

The amounts and proportions of these inputs will determine the quality and quantity of the output. The vegetation, flora and fauna, monuments, tradition, culture, water resources, snow capped mountains invite and warm the heart of all sections of tourists. These help to promote tourism in the interests of the valley.

A. Tourist Centres - Maintenance and Care

The main aim of tourist is to relax and get psycho-physical satisfaction by being away from the home town. It is a special kind of journey, excursion, travel, way faring, camping etc. It can be on the horse back, ponies, dandies, in motor vehicles, or in the Shikaras. A tourist in the valley can assume the role of excursionist, an explorer, an adventurer, a mountaineer, a swimmer, a surveyor, a huntsman, a pilgrim or a scientist who comes to do serious research in ecology and on the flora and fauna. To the pilgrim, the musician or a person who comes to attend the conferences the valley gives him full satisfaction.

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Tourist Centres

The tourist centres in the state are Government offices, under the Ministry of Tourism. The main offices of the J & K Department of Tourism at the Tourist are Reception Centre in Srinagar popularly abbreviated as TRC. It is a large complex which houses the various tourist departments, Indian Airlines, a restaurant, a cafeteria, an accommodation block, hotel and houseboat reservation counters and is the departures and arrival points for J & K. Road Transport Corporation (RTC). The major head of the departments is the Director of Tourism, who is under the Ministry of Tourism.

The Tourist office attempts to steer all tourists through the TRC at the initial hour. All the buses, taxis to Kashmir from Jammu arrive there on or before the dusk hour. Thus, a problem is faced by the tourist, unless he has made an earlier contact with the department, travel agency or an allied institution, say for example hotel owners, house boat owner etc., for arrangement with respect to lodging.

Similarly, the State Government has created the full fledged office of the Tourist Reception Centre at Jammu. These TRCs are administered purely by the Government. The Director of Tourism generally happens to be an IAS officer or the senior-most KAS officer. The tourist centres are the budgeted offices, run to promote tourism and to publish the facilities extended to the tourists through press, and media. Literature such as "Tourism Directory", Kashmir A-Z, brochures, pictures etc. are published by the Director of Tourism.

The tourist information centres are located at the following establishments in the private sector :

1. Hotel Owner's Association Booking office at TRC, Srinagar.
2. Hotel Owner's Association Booking offices, New Airport.
3. Houseboat Owner's Association, Opposite TRC, Srinagar.

In the public sector, J & K Tourism Development Corporation at TRC, Srinagar is the apex body of tourism, which is run under

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the corporate laws, rules and regulations. The tourist police is the branch of the Jammu and Kashmir Police, being attached with the tourism industry, for help, service and vigilance.

Besides the Police establishment and publication unit the department runs various hotels/restaurants and cafeterias. These are run at the tourist places, where the tourist officer is incharge of tourism development, tourist facilities, tourism promotion and for tourist information.

Besides Tourist Reception Centre, at Srinagar, Pahalgam has a full fledged tourist office, which is responsible for the tourist welfare during his stay at Pahalgam, and on pilgrimage to the holy Cave 'Amar Nath' and when asked for any assistance regarding trekking etc.

For Sonamarg, enquires and reservation can be made at TRC, Srinagar, for staying purposes, which come under the estates of the Tourism Department of the state and are run by the State Tourism Department.

Tourist Offices of Jammu Region

1. Main Office : Tourist Reception Center, Jammu.
2. Tourist Office at Batote, 113 kms from Jammu at 1,560 metres altitude.
3. Tourist Office at Kud, 106 kms from Jammu at 1,738 metres altitude.
4. Tourist Office at Mansar lake, 80 kms from Jammu.
5. Patnitop, 112 kms from Jammu and recently has been extended.
6. Ramban, 148 kms from Jammu.
7. Sanasar, 129 kms from Jammu.
8. Surinsar, 42 kms from Jammu.
9. Tourist Office, Karta, 48 kms away from Jammu.

Tourist Offices in Ladakh Region (LEH)

1. Tourist Office at Drass.

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2. Tourist Office at Kargil, 204 kms from Srinagar on highway to Leh.
3. Tourist Office, Saspol and Mulbek.

With regard to the care taken to make ready references available, much has been dealt with the situation. The tourist officer is incharge of the tourist bungalows, tourist huts, dormitories, restaurants and cafeterias. Since these offices are situated at the central place of the tourist spots, every care is taken by the personnel to maintain the office properly, as the officers from various departments also fix their meetings etc. in these tourist bungalows.

Besides, there are other offices, which come under the private sector such as Taxi Drivers Union, Houseboat Owner's Association, Hotel - owner's Association. Under the public sector the Cheshmashahi hutment, Budshah Hotel, Hotel Block, A and B Blocks, C and D Blocks, Lala Rukh Hotel are run by the J & K Tourist Development Corporation.

Other State Tourism offices are at the Railway Station, Jammu, Govt. Club, Pahalgam, Govt. Golf Club, Gulmarg.

The structure of Tourism Department is given below :

(1) Directorate of Tourism (2), Dy. Directorate (Central), (3) Dy. Directorate (Publicity), Dy. Directorate (Registration), Dy. Directorate (Kashmir Division), Dy. Directorate (Enforcenment), Assistant Directorate (Registration and Complaints), Reservation office, Accounts Office, Assistant Directorate (Information and Assistance), Assistant Directorate (Air-port).

Tourist offices are also run at Achabal, Ahrabal, Daksum, Ganderbal, Kokernag, Manasbal, Verinag, Yousmarg in the valley and at Lakhanpur (Jammu).

Tourism offices have also been created outside the state to give wide publicity for J & K Tourism. The offices are located at the following places :

1. Tourist Office, Chanderlok Building, 36 Janpath, New Delhi.
2. Tourist Office, World Trade Centre, Cuffe Parade, Colaba,

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Bombay.

3. Tourist Office, Air-lines House, Laldarwaza, Ahmedabad.
4. Tourist Office, 12 Chowringhee, Calcutta.
5. Tourist Office, Lal Bhadur Stadium, Room 30, Hyderabad.
6. Tourist Office, 2 Court Road, Amritsar.

From the above survey it would be clear that the tourism industry of the State is well knit in the country. All the metropolitan cities are covered, by establishing the tourist offices for wide publicity and promotion of the industry.

Tourism industry comprises of a complex combination of various economic activities; so the main aim of these establishments covered under the planning and information cell, is to give greater emphasis on the beauty, scenery, infinite charm of the state in general and the valley in particular.

As state tourism especially of the valley is not only India oriented, it has the firm base in the West as well. Francois Beriner, the French Physician at the court of Aurangzeb had said, "It is not without reason that Moghuls called it the "Terrestrial Paradise" of India, that Akbar tried so hard to conquer and that his son, Jehangir fell so much in love with it. Chinar tree at 'Naseem Bagh' is the creation of Jenhagir.

Considering all these virtues of the J & K Tourism, the State Government has opened its offices at Sydney (Australia); Vienna (Austria); Toronta (Canada); Paris (France); Milan (Italy); Tokyo (Japan); Kuala Lumpur (Malaysia); Singapore, Stockholm (Sweden); Geneva (Switzerland); Bangkok (Thailand); Dubai (United Arab Emirate); London (United Kingdom); New York, Chicago, Los Angeles (United States) and Frankfurt (Germany).

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4
Boarding, Lodging and Other Services

Board and Lodge is an important constituent in tourism. In this area the "accommodation" is the first step for gearing up the promotion of this industry. For accommodation, Hotels, motels, resorts, clubs, cottages, time sharing resorts, youth hostels, breakfast homes, tourist huts and camps play the important role. It has been seen that the tourism can be firmly established, when all the infrastructure of accommodation is maintained and updated to meet all the categories of tourists. During the survey in the valley, it has been found that the hotels, resorts, clubs, interval resorts come under the Private and Public sectors; while youth hostels, tourist bungalows, tourist huts come under the control of the tourism department and tourism corporation. These two sectors coordinate with each other to invite the tourists from around the world. These agencies act as the best hosts in the happy valley of Kashmir, which has got tremendous lovely scenery, wonderful air and excellent beauty, famous for being "Eden of the East".

The "boarding and lodging" facilities, such as the hotels, resorts etc are mainly on the Boulevard road facing the famous Nehru Park — the scenic island and around the palaces of Dogra Maharajas. The Hotel Centaur, is extremely majestic and the Oberoi Palace presents a picture of royal taste on the Dal lake.

The most important concept of "accommodation" in relation to tourism is only but a part of the concept of tourism suppliers. A travellers resides in a particular area of destination, because he has got certain motivations. These motivations are based on his comfort during his stay. In order to give the maximum pleasure,

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the accommodation managers must be properly trained in the tourism management courses. They must recognise the integral relationship that exists between accommodations and the volume of the tourists attracted to that area[1].

The census of service industry says that the sporting and recreational camps and trailer parks and camps have quite a different operating structure from hotels and motels, and most industry analyses do not include these categories[2]. After examining the tourism components and supplies the types of "Accommodations" need consideration.

In the promotion of tourism industry, the accommodation facility, constitutes a vital and fundamental part of tourist supply. A broader perspective is to be characterised in focusing the accommodation to suit the tourists. Hotel industry constitutes a vital part of tourist industry. "Accommodation can be characterised as hotel accommodation and supplementary accommodation",[3] as hinted by Dr. Negi, but it has to be viewed from the international, regional, state and local standards, to reflect the tourism scenario of the valley.

In the United States, The American Hotel and Motel Association (AH & MA) is the largest and most prominent. AH & MA has spread its net work in 50 states. The Indian tourism structure also needs to be re-organised on that pattern.

Internationally, organisations representing accommodations include the European Motel Federation in the Netherlands, the International Hotel Association in Paris, France; the International Organisation of Hotel and Restaurant Association in Zurich, Switzerland; and the Caribbean Hotel Association in Santurce, Pueto Rico[4].

India is a developing country and the facilities with regard to accommodation have been streamlined to quite some extent but the industry has to go ahead with reference to the valley of Kashmir in respect of provision of modern amenities in the hotel etc. Hotels receive business from domestic and foreign sources. The proportion varies on the basis of the socio-economic factors.

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In general, the major portion of hotel business comes from foreign customers.

Ogilvie, the economist of Great Britain, realised the impact of tourism on the accommodation industry. He observed : "A nation of shopkeepers has in a large measure become a nation of inn-keeper attached for its supply and these can not provide all the required facilities to a tourist."[5]

Tourism is mostly dependent on the type and quantity of accommodation. It functions as the core of the tourist industry. The U.N. Conference on International Travel and Tourism held in Rome in 1963 acknowledge the top importance of accommodation, as the traditional hotels, motels, supplements and camps, youth hostels etc., as incentives to international tourism.

Hotels are classified as :

(i) International, (ii) Resort, (iii) Commercial, and (iv) Residential.

The international hotels range from 5 star to 1 star, depending on the facilities available. Well appointed reception counter, banquet hall, conference hall etc., are the pre-requisites of these hotels. A number of shops, travel agencies, money changing and safe deposit counters and other facilities are supplements to this complex.

A number of hotels of such standards are serving as the "board and lodge" for the tourists, belonging to high and medium of income groups.

Kashmir was the first state to convert its Maharaja's Palace into a hotel. Oberoi Palace Hotel is now jointly run by the Oberoi group and the ex-ruler Dr. Karan Singh[6]. This is the most scenic palace hotel and provides all the standard facilities, *e.g.* shopping complex, a grand restaurant, golf course, swimming pool , foreign exchange facility, post and telegraph facility, fax, telex, travel agency, conference hall. The hotel is centrally heated and caters to the need of western style hotels. Hotel Aziz Broadway, Brown Palace, Gulmarg, Lake View Centaur are all the western style hotels and are located on the picturesque Dal Lake on the

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Boulevard Road.[7]

The Centaur Lake View on the Dal Lake bank is at the base of Cheshma-shahi itself and is a challenge to the hotel complex. The conference centre at the Centaur Lake View is India's most modern convention centre, christenced as Sher-i-Kashmir International Conference Centre. It consists of a main auditorium with a seating capacity of 650 delegates in fixed theatre style. The auditorium is overlooked by overhead balconies, a projection room and a sound proof press gallery. The Centre has a separate VIP entrance and is furnished with every modern facility.

Besides it lake-isle Resort, Maduhban, Nedou's (Kashmir's oldest Hotel), Nehru's Pamposh, Pari Mahal Sabeena, Shah Abas, Shahenshash Palace (Air Conditioned), Shangrila, Sunshine, Tramboo, Zabarwan, Zamrod have been standardised as western style hotels. Other hotels are : Hotel Angels, Ashoka, Bharat Hindu, Bizone, Bombay, Gujarat, Chanakya, Chinar, Crown, Dawn, Dreamland, Elora, Embassy, Fayar, Gaylord, Grand, Hill Skirt, Hill Star, Holiday Heaven, Holy Night, Harison, International, Jawahir, Kabir, Kapoor, Kashmir Khalsa, Kashmir Valley, Khyber, Kohinoor, Lion Stary, Majestic, Malabar, Mamta, Manoranjan, Mayur, Mazda, Moti Mahal, Naya Kashmir, Neeklam, New Mahalaxmi, New Park, New Rigadoon, New River View, New Shalimar, Odeon, Pacific, Paradise, Presient, Punjab, Rachna, Ragina, Rits, Shaheen, Sailors Shiraz, Surti, Surya, Taj, Tourist, Venus, Willard, York, Zero Inn. situated on Jhelum bank, Amria Kadal, Badshah Chowk, Magearmal Gagh, Sonarwar, Lal Chowk Maulana Azad Road etc. Mostly the lower income group tourists, who visit valley on "Leaves Travel Concession" stay in these hotels. These Hotels are well suited to the pockets of the employees of MIG & LIG standards. The executives, and business community generally stay in the western type hotels.

Accommodation at Pahalgam

Tourists, visiting Kashmir, stay at least a night or two at Pahalgam, the chosen spot of beauty, comfort and relaxation.

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Ideally situated at the junction of the Lidder and Sheshnag streams and deep in thick Pine and filled with 'Fir' covered mountains is the pride of "boarding and lodging".

Public sector huts are of one bedroom, two bedroom and three double bed room types, alongwith tourist bunglow, old and new dormitories. In the Private Sector are the following accommodations :

Central, Grand View, Hill Park, Hill View, India, Mansion, Mount View, Natraj, Phalgam (Centrally heated), Pine View, Plaza, Raj Palace, Shepherds, Volga, Woodstock, (Centraly heated) which cater the needs of general tourists both domestic and foreign.

Those who cannot afford to stay in these hotels stay in "DAR CAMP" in tents. Rest House is at holohi Glacier 35.6 kms. from Pahalgam at an altitude of 2408 metres.

Tents are the alternative for trekking tourists, to utilise them as lodgings. The tents are to be carried or arranged on their trekking to Holy Amar Nath cave, Baisaan, Mamleshvara, Shikargah, Tarsar lake, Tulian lake via Baisaran.

Accommodation at Gulmarg

Gulmarg is the charming hill resort. It is on the top of Tangmarg, at a distance of 56 km. from Srinagar.

Two bedroom, three bed room and four bed room huts are available for the month of May, June, September and October. New tourist bungalow (centrally heated) is managed by JK TDCC.

In the private sector the hotel Gulmarg Inn, Highland Park, Kingsley, Woodland, Yamberzl, Nedous and the Hotel Tourist (new and old) cater to the lodging need of the foreign and domestic tourists.

Lodging is to be made in "Tents" only at the Excursion/ trekking to Alpahter, Bani Bali Nag, Kantar, Nag, Lienmarg, Ningal Nallah.

At the Ziarat of Babareshi, the "Auqaf" trust for preservation and protection of Muslim Shrine, provide the "board and lodge" to the "Zairins" — pilgrims, without any discrimination. All the

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communities visit the Ziarat, who are termed as pilgrims.

Those going to "Khilanmarag" to observe unrivaled spectacle of the peaks and the wide spreading waters of Wular and other lakes, also take tents with them.

Resort Hotels

Resorts hotels cater to the needs of holiday-makers, who desire a change of atmoshphere. Resort hotels are located near the springs, isles, mountains and other areas quite in proximity with the natural beauty. These resorts are mainly for rest, relaxation and entertainment. The type of services and relaxation include swimming pool, golf course, tennis courts, skiing, boating, surf-riding, and indoor games. Other facilities are of tea-coffee shops, restaurants, conference hall, lounge, shopping complex and entertainment.

Resorts broadly fall in the following categories :

(i) Summer Resorts, (ii) Winter Resorts, (iii) Hill Resorts, (iv) All season resorts, and (v) Health resorts.

In Kashmir Valley, the hotels are almost resort hotels. These are seasonal establishments, and the business runs mostly in the tourist season, i.e. June to November.

Srinagar is the base for a very exciting holiday around the Dal-lake. Several picturesque resorts offer attractive alternatives. Cheshma Shahi hutments, 22 of deluxe type and 33 of other types offer comfort to the tourists. These are of one, two and three room type huts, with a cafeteria and shopping complex near by.

Aharbal at an altitude of 1677 metres and 58 kms. via Anantnag provides a Tourist hut, where only lodging is available. Tea and rerfeshments can be had at the cafeteria. Natural spot Aharbal, 51 kms. from Srinagar, is famous for its fall.

A Public Works Department Rest House is also available for the tourists. Aharbal is a health resort and a tourist bungalow having a 2 bed room set, is provided for the tourists.

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Daksum

Accommodation is available at the tourist bungalow, where catering arrangement is made available by the Tourist Department. It has a cafeteria also.

Kokarnag

70 kms. from Srinagar. Accommodation at tourist bungalow is provided. Only rooms are available. Tourist huts provide only lodging. There is a cafeteria also.

Manasbal

32 kms. from Srinagar on a circular tour to Wullar lake. Manasbal is a panoramic lake, famous for lotus during summer and it is a bird watching paradise. Tourist bungalow and two bed room huts for lodging purposes are available at this spot. Though small in area, it is green. A baradari attracts tourists to view the lake during moon-lit night.

House Boat as an Inquisitive Board and Lodge

The hospitable boat people of Kashmir provide a unique "Board and Lodge" facility to the tourists with all the economic standards. The Dal is the major life-support system with its wide variety of aquatic life — fish, 'Nadru' — lotus roots, plants and floating garden, which can be easily viewed and enjoyed from the house-boat. House-boat is a luxury and staying there is in itself an experience, where the tourist can take up residence on its fabled lakes. When the tourists form Europe come to Srinagar, they fall under the spell of the Valley's enchantment. They chose water as a lodging in the boat-residences, which evolved into house- boat.

Almost a thousand house-boats ranging in length form 90 to 140 feet are registered with the Tourism Department. These are moved along the shores of the Dal and Nagin Lakes. Each house-boat has its own charm. These house boats are homely, delightfully

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cosy with one bedroom, others are sumpuously deluxe, with two or three bed rooms and open-air decks, for sunbathing. The interior of a house-boat is furnished with embroidered rugs, fabrics and walnut furniture in the Victorian and Edwardian style which adds much to its charm. The dressing room, dining hall, attached bathrooms, telephone connections make the lodge a paradise. Electricity, crockery, cutlery, radio. T.V. and modern appliance are provided. Clean and filtered piped drinking water is also provided.

Each house boat has a shikara for transport over the ake and to and from the shore. Each house-boat has a name plate like Yuvraj, Natraj, Sabina, 5-Star, Paradise etc.

The standardization of the house-boats has been done as "Deluxe category", "A" category, "B" category, "C" category and "D" category, where both board and lodge are provided. Lodging only can be had in "D" class, which is other than D category. These house-boats are in the "Tsunt Kohl", Jehlum river from Sonavar Ghat up to Amirkadal Ghat. Heating arrangement of drawing and dinning rooms is the obligation of the house-boat owner.

The tariff varies according to the facilities. The demand for accommodation varies in relation to the price what the tourist is willing to pay, the service required and similar considerations. The post and telegraph department is functioning in one house boat at the Nehru Park Ghat to provide Post and Telegraph facilities.

The overall accommodations have been maintained up to the mark, but further modernization needs to be done to attract tourist from the western world.

Analysis reveals theat approximately 45% to 46% of the expenditure on accommodation speaks of the vitality of the tourist industry. 'No hotels no tourism'[8] is the conclusion in the promotion of tourism industry. Board and Lodge is the matrix of tourism, the foundation stone of keeping a tourist at a safe place.

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OTHER SERVICES

A. Transport and Communication Facilities

Transport holds a key to tourism. Transport network is to tourism what veins are to the body system. The technological revolution in transport system has brought about "tourism explosion". A spectacular improvement in speed is the characteristic of technological age. Accessibility and special interaction have been accelerated by tremendous progress in the field of made transport and communication which Caggan, the Vice-President of Boublas Aircraft Company, in 1976 to exclaim: "We will be developing tourism to moon."

In fact, the transport revolution has cut short the distances both in time and space and thus has facilitated comfortable and speedy movement of people.

Tourism transport requirements have three facets, namely :

1. International accessibility involving movement from originating country to visiting country.
2. National regional accessibility of movement from places within the country.
3. Local accessibility of movement wihtin the place of interest.

These dimensions of transport requirements of tourists clearly suggest that a tourist requires convenient, comfortable, punctual cheap and safe transport facilities. However, the selective mode of transport by the tourists depends essentially on his income status and transport cost besides the random factors such as convenience, fashion etc.

I.U.O.T.O. report revealed that "the expansion of the Tourist transport services is closely linked to the elasticity of demand resulting from income and price elasticity. An increase in income results in marked expansion of demand for air and motor transport whereas, rail transport seems to be adapted more to social need with limited resources."[9]

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Thus the income structure of tourists largely determines the mode and pattern of transport development in the destination areas, since Today more and more tourist from wage earning and salaried class are coming to trot the globe,[10] therefore, cost of transport to transport has also emerged as one of the important factors influencing the tourist preference for a particular type of transport. The changes in magnitude and structure of tourist traffic have tremendous influence on the local regional, national and international transport system. As a consequence, nations all over the world are engaged mainly in refashioning, renovating and reutilising their internal transport system and also the modernising their entire tourist plan. It is in this context that Lickorish says,[11] "Dynamic nature of travel trade requires constant change and adaptation of facilities".

An important factor in maximizing the satisfaction of visitors is ease and cheapness by which tourist can travel around the country. In many countries with ambitions for tourism development this aspect is at present very unsatisfactory. The only means of efficient transport available in some countries for travelling around large cities are taxis. The inconvenience occurs where there are no meters in the Taxis. Tourists are often put to trouble as tariffs are not displayed and sometimes taxies are in bad condition with little regulation of trade".[12]

A peculiar characteristic of Jammu and Kashmir including all the three regions (Jammu, Kashmir and Ladhakh) is in having only one entrance point (through Lakhanpur road and railway station Jammu Tawi), which makes it a 'closed circuit' and thereby facilitates the correct enumeration of tourist traffic. Apart from this the state has three entrance points by air at Jammu, Srinagar and Ladakh airports.

The findings of the present study reveal that 80% of the foreign tourists preferred to travel by air than by other modes of transport. The percentage of foreign tourists travelling by road has declined significantly mainly because of the arduous circuitous and long journey. It is also apparent that Air Journey has of late

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become popular with home tourists as well as for, other travellers. Internal transport system reflects a strange but interesting combination of ancient and modern means of transport within the State. Road transport is the single most important constituent of the transport system with luxuriously decorated shikaras in Dal Lake and ponies in the uplands of Kashmir Valley.

The road transport system has expanded rapidly as is evident from the growth of surfaced and unsurfaced roads, the maintained by State Public Works Department. Its growth from 4798 kms. in 1965-66 to 8030 kms in 1977-78 and to in 10236 km. 1989-90 bears testimony to the speedy development of road transport; but not much progress has been made since 1990 because of terrorism in the State. In view of the far reaching importance of road transport to provide necessary and efficient facilities to the tourists, a fundamental change in the organization pattern of the transport system has been brought about with the formation of Jammu and Kashmir, Road Transport Corporation. The Corporation since its inception has made wide and varied changes in the transport structure by introducing comfortable and fast moving super deluxe coaches for the convenient movement of the tourists to the various tourist spots. Besides the effort of the state government the private entrepreneur have also made tremendous efforts to meet the requirement of growing tourist traffic. K.M.D.A. (Kashmir Motor Drivers Association) is rendering great service to the tourists travelling individually or in groups. Similarly, under self-employment scheme, many young educated entrepreneurs have started driving taxis and three wheelers to provide swift and quick means of trnasport.

The glaring inadequacies of transport infrastructure of the State need to be eradicated through increase in the availability of seats and frequency of services. There is also need for promotion of tourist confidence in the honesty and integrity of those who are associated with this service.

Communication adequate and efficient means of communication is one of the most essential services required by the tourist in

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order to keep him in touch with rest of the world, while he is holidaying in distantly located magnificent surroundings. This service is also required by him to avoid the inconveniences and uncertainties of the travel caused by the painful processes of confirmation of bookings, as the complaint is made by the tourists.

Telephone and telex line links between the tourists spots and leading urban centres of the State are of prime necessity, to facilitate the Communication in the speedy time frame. Communication facility has considerably expanded with the opening of new telephone exchanges, extension of existing lines and establishment of direct dialling service between Srinagar and rest of India and the world.

A new radio transmitter of much grater power has been installed in Jammu and Srinagar. The radio station in Leh and T.V. Station in Srinagar have become very popular. Many of its special programmes reflecting culture activities of the state are telecasted from other T.V. Stations in India.

B. Services of Tourist Agencies

Tourist agencies play a central role in the process of developing and promoting tourism. They act as an important link between the consumer (tourist) and the supplier of tourism products. They not only absorb shocks, tortures and inconveniences of travel but also attempt to maximise tourist satisfaction.

Travel agency system as it operates today owes its origin to the untiring and painstaking efforts of Thomas Cooke, who started a full time excursion agency in 1845. The agency not only organised tourism in different parts of the world including valley of Kashmir in late seventies of 19th Century but also introduced the coupon called circular notes, which were valid at banks, hotels, restaurants and shops. These circular notes later came to be known as "Traveller Cheques" as unique phenomena, which has largely helped trade in the world. Travél agents' profession is essentially based on trust and confidence, because the consumer pays him in advance for the service which he has not yet obtained. The main

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function of travel agent is to supply travel information to the clients, to advise them on the type of travel, accommodation, reservation etc.

Travel agency system has emerged as a world phenomenon with ASTA (American Society of Travel Agents) as the world's largest association of travel agents and UFTAA (Universal Federation of Travel Associations of America) as the single most important global association having head quarters at Brussels. The Indian agency system is in its infancy for TAAI (Travel Agents Association of India) was established in 1951 with its registered offices in Bombay, Delhi and Calcutta. TAAI completed the 39th year of its existence in 1991. It publishks "Travel News" magazine for the benefit of its members. Travel agents in India are in close collaboration with Air India, Department of Tourism, Govt. of India.

The Travelogues of tourists who came to Kashmir during the early part of 19th century mention of various local travel agencies (Ms Samad Shah, M/s Bahar Shah) specially in Srinagar. The firms did not function in the valley alone but had their offices in Calcutta which was the seat of British Government in India and had business relations with various European Travel Agents also. They provided all sorts of assistance in the shape of accommodation, transport and equipment for trekking, shooting etc.

Consequent upon the expansion of tourism, the travel agency business in Kashmir has expanded many fold. There are substantial numbers of travel agencies established in Srinagar, twenty of whom are approved by the State Govt. and twelve are the members of Travel Agents Associations of Kashmir. Association objective are to keep professional standards on a high level and to cooperate in joint ventures and promotional activities.

The larger agents are mainly doing business in sale of tickets tours far. The smaller agents cater for domestic tourists, selling excursion and booking accommodation. The larger agents mainly act as ground operators and handle groups for foreign

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tour operators. Several are part of organisation with ramifications in other parts of India and in foreign source markets—Travel Corporation of India, Sita World Travel with foreign offices, Razdan Travel Sub-Contracting in Kashmir from Indian Travel, Mercury Travels a subsidiary of Oberoi Hotel Corporation, Kai Travels who are the only IATA agents in Srinagar and also are the members of numerous international travel agents association.

Estimates of Kashmir Travel agents association indicate that 50% to 60% of all foreign tourists to Jammu and Kashmir are handled by the agents. They arrange accommodation in hotels and house-boats. In Ladakh the fast growth of district has forced them to establish tent camps and to organise catering for groups.

Foreign tourists, on the whole seem to be satisfied with the services of ground handling agents in Srinagar and also a continuous efforts is being made by several agents to provide access to new tourist spots. A few (like Kai Travels) provide a limited quantity of trekking equipments. Occasionally, they organise the cultural attractions like performance of Kashmiri music and dancing. Travel agents, in fact play a dynamic role in the promotion of travel and trade in Kashmir.

C. Shopping Centres

Planning management and salesmanship is the triangular aspects of scientific shopping complex. It has two co-ordinates of field work and sales-management. Planning of field salesmanship is a positive encouragement of a force to cover a particular area in a particular business activity. The sales policy is indeed an essential factor on which the business is standing.

In our study and survey, it has been found that a specific geographical territory is inviting the tourists to make the purchases and to ensure the quality. It is due to the planning, which goes back to Maharaja's rule, as far as 1920 A.D., when the Residency road at the civil lines, and the lambert lane were modelled to create shopping facilities for the tourists. These areas are considered the posh areas of the city and the tourists get bewitched

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with the outer show cases of Kashmiri Handicraft, which include carpets, shawls, Shah Toos, Jamvaras, Furuear, Precious stone, willow work, embroidery work, Gaba-Galecchas, Namdas, wood work etc.

H.S. High Street adjoining the Amira Kadal Bridge popularly known as the 1st Bridge of the city is providing the day to day items needed by the tourists. The Kokar Bazar is famous for dry fruits of Kashmir and willow work such as baskets, chairs, tables, lamp stands, tea pots and of course the walnut woodwork famous of its kind in the world for various geometric designs carved on the trays, carving of images of Hindu deities, the village scenes, the Moghul Kings and other items, which add glory to the entire Dal lake. The peppier machie shops are also in good number. Sher-i-Kashmir market is adjacent to C.M.S. Biscoe.

The Central Market at Exhibition Grounds Complex is the central attention of tourists, where the shops are owned and managed by the Department of Industries, Horticulture, J and K Wooler Mills and Govt. Silk Factory. The items on sale are listed to avoid any discrepancy as recommended by the Government agencies. Besides being a Central place for the tourists, it is providing an open air complex for recreation in the evening to the tourists. The complex is on the way from Badshah Chowk to the Srinagar Air Port.

In the big hotels like Oberoi Palace Hotel, Broadway Hotel, Shahenshah Hotel and other hotels, have been listed earlier, provide the shopping complexes, which mainly do the business in carpets, shawls, Dussas, Crewel work, embroidered items, paper machie, woodwork, willow weaving items and antiques, which speak of the skill of Kashmir art and craft, famous for its fine and minute works.

The Kashmir Government's Arts Emporium is itself a place of tourists attraction, situated on the bank of river Jehlum with the beautiful lawns and varieties of trees which speak of the British Residency in Kashmir of the then Jammu and Kashmir under Maharajas. The British Residency has been conerted into

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Kashmir Govt. Arts Emporium, which is undoubtedly an apex shopping complex for Kashmir arts and crafts. The institution is run under Govt. supervision. The shopping centres start from the Kashmir Govt. Arts Emporium, followed by the Bund complex and the Shirwani Road which is the exclusive business Centre to invite the tourists of all economic standards.

HMT show room is near the Broadway Hotel on the Maulana Azad Road, wine shops were existing at the bylanes of Maulana Azad Road and Shinvani Road, but they have either been blasted or closed, by the militants. Now no wine shop exists in Kashmir in the open market. All those shops were licensed to make sale of alcohol.

Gandhi Ashram Khadi Bhavan has the best of Khadi Woollens, Silk, Honey, Namdas in the showroom at the Shirwani Road, Karan Nagar and Hiari Singh High Street. All the products are of Kashmiri origin.

Travellers cheques and dollars are accepted in most of the shops. Mostly the transactions run in rupees.

Major medical shops, where the medicines are available for most of the 24 hours are at the Badshah Chowk, Shirwani Road Lal Chowk, Amira Kadal, H.S. High Street, Naseem, Dalgate, Jawahar Nagar, Shalimar, Harwan, Nehru Park, Nagin and Sonawar, Zero Bridge. These places are identified to be very close to the hotels, where tourists stay during their visit to the city.[13]

Kangri-Charari Kangri, Maharani Kangn are the curiosities of the drawing rooms and lounges of the tourists; so the Kangris are also exhibited at the bus stops for sale. Ananmag Kangri and Bandipore Kangri are more durable items. Kangri has adored the European and American living rooms and has become very popular.

The unlicensed hawkers are not allowed to entangle a tourist for making any sort of purchases but instances are not wanting, where a tourist is trapped by unlicensed brokers and hawkers who spoil the image of the business community. To control the

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price hike in any manner, the price list is to be kept hanging attached with the item of sale, as per the Government orders. Inspite of the quality control by the Government, sub-standard items are also sold through the brokers.

Margaret B. Rolf Schettler writes her experience that Kashmiri carpets are not cheap, so if a tourists is thinking of buying a carpet in Kashmir, it is important to investigate prices for comparison. The carpet showrooms provide the greatest entertainment with beautifully patterned wool rugs or shiny silk ones piled high in the corner rolled around racks on the edge of the room. The salesmen have an impressive array of techniques. For a start, either the brother who lives in the house-boat, or a waiter in the hotel, or the taxi driver will get a commission on sale sometimes upto 20 per cent.

The survey reveals that the foreign tourists make the purchase of Rugs, Carpets, Fur and Leather works, antiques and Curie items. Domestic tourists often take almonds, walnuts, cherry, apple, kangri, woollens, silk sarees, ladies pheran, shawls, fur-purses, fur-caps, qaraqulicaps, items of peppier machie honey, raffal scarfs and gowns, items of walnut wood carving. For them, these are tokens of the happy memories of the valley.

It has been witnessed during the survey that the tourists are mainly attracted by the following shopping centres and markets:- Kashmir Government Arts Emporium at Residency Road, and Lal Chowk, Govemment Central Market, Exhibition grounds, shopping area at the Boulevard, the Bund, Hari Singh High Street, Kokar Bazar, Lal Chowk, Badshah Chowk, Nigin Market, Pahalgam Market, Tangmarg Market, Gulmarg Market and the shopping complex in the hotels.

D. Banking Facilities

In the composition of Tourism Industry, Banks and Financial Institutions come under 'Secondary Travel Trade' head. In the tourists infrastructure banking copes with the task of serving the tourist economy. Banking is closely connected with the national

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economy for the rapid growth in the tourism development. A tourist of today believes more in the baking facility, instead of carrying cash with him. In this context the credit cards issued by nationalised banks of India and of other developed countnes in dollars and pound sterling are being accepted by the hoteliers, business houses, but the taxi drivers, shikara pullers, general merchants, coolies, porters, pony owners, tent owners do not accept the cheques, and insist on cash payments in lieu of the goods they sell or services they render. Thus, banking has played a dynamic role in this industry. Indian Airlines accept the credit cards, as they have introduced the system, but rest of the transporters accept only cash.

To overcome this difficulty in the transaction, banks have introduced the facility of foreign exchange counters and day to day conversion tables are monitored to avoid any discrepancy. These facilities are at the main branches of SBI, PNB, J&K Bank, UCO Bank and Bank of Baroda. The main branch of State Bank of india is functioning at 'The Bund',.on the bank of River Jehlum very near the TRC. All the transactions are made, cheques are encashed, foreign exchange is converted into rupees, without delay. SBI branches are functioning at the TRC Complex, Hazratbal, Dal Gate, Sonawar and other parts of city. At Pahalgam, Gulmarg, Sonamarg, Tangmarg, Achabal the banks are functioning to provide the banking facility to the tourists. Since the tourist expenses are mainly on (a) Boarding and Loading (b) Transport, (c) Purchase of handicrafts and Souvenirs, the banks are housed in the Oberoi Palace Hotel, The Centaur Lake View Hotel and The Broadway Hotel. Extension counters of banks have been opened to facilitate the tourists. State Bank of India has its evening branch, at the Bunil. Besides the State Bank of India, Punjab National Bank, Bank of Baroda, Canara Bank, Bank of India, Punjab & Sindh Bank, Grindlays Bank, Bombay Merchantile Co-operative Bank Ltd., and Bank of Maharashtra are functioning in the Civil Lines, *i.e.* Shirwani Road Maulana Azad Road, Boulevard Road and Sonawar Road. The J&K Bank Ltd. has its Divisional

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Branch at Shirvani Road. Normal working hours for Banking are 1000 to 1400 hrs. The J&K Bank Ltd., P.N.B., S.B.I. have granted loans to the bus operators, taxi drivers, auto-rickshaw drivers to purchase new models of the vehicles, so that they could serve the tourists, associated with tourism.

Banks also provide loans to set up small scale units, connected with tourism. These scheme, are mostly meant for graduates and they make them move towards tourism industry.

E. Guide Facilities

The existence of guide makes tourism a possibility and a success. Guide is responsible for the tourist motivation. He is considered to be a sincere friend during the tour, as he is to be relied upon with all genuineness. A guide provides correct information, and he is the link between a tourist and the industry and he himself is a key concept in the tourist industry.

The travel research emphasises the guide programming, his training in tourism skills, his ability in language and knowledge of different patterns of tourism his approach to a domestic tourist and a foreign tourist. He must know the food habits, the standards of the tourist and above all the manners of hospitality. But all these qualities are not found in the guides, who virtually conduct the tour in the valley. Before independence the guides used to be untrained personnel, having only a working knowledge of Hindustani and English, who would persuade the tourists to go to Khilanmarg, Gulmarg, Baba-Reshi Shrine and would stay with them for a day or two in the tourist spot.

The concept of tourism has changed, and Kashmir has been witnessing the tourists from all walks of life and economic standards. Kashmir is experiencing the tourist arrival mostly from June to October. These tourists visit Moghul gardens, Gulmarg, Pahalgam, Achabal, Wular Lake, the Dal lake, and the city. The tourist guide is not often required, as the hotel personnel, house boat owners, taxi-drivers often guide them. The middle income group tourists avoid the tourist guides and proceed on to the tour

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by making inquiries at the reception counter of the TRC, Srinagar.

The travel agents such as Sita Travels, Kai Travels, Shah Travel Service have their professionally trained tourist guides, who accompany the tourists to the destination to receive them at the airport/TRC or pick them up at the Jammu Tawi Railway Station, They are experienced persons and are conversant with the socio-cultural background and historical importance of the places of interest. Mostly, graduates and post-graduates are attached with these top travel agencies. These tourist guides arrange for air, rail, bus bookings and make fishing and trekking arrangements. Shah Abbas Hotel is having a travel agency and operates tours. This agency has its office at 4, Mereether Road Bombay-38.

A tourist guide is essentially needed during trekking to Alpather, Banibat, Nag, Kantar-Nag, Khilanmarg, Apharwai, Lienmarg, Sonamarg-wangat, Sonamarg-Amamath cave, Gangabal Trek, Pahalgam-Kolahoi glacier, Pahalgam, Sonamarg, Pahalgam-pannikar, Daksum-Kisthwar and trekking in Ladakh, Markha valley, Knoglancha peak and Leh-Manali.

The tourist guide may not only be an employee of the travel agency, he has to be in contact with the Gojjar-Bakanuals to guide upto destination of trekking, as these are dangerous high altitude paths. The Gujjar guides are able to forecast the weather of these high peaks of the mountains, where there is no facility of board and lodge.

The tourist guide is closely connected with the tent owners, taxi drivers, ponywallahs, cooks, who make the tour a possibility. The valley suffers a set back on the trekking pattern, as Srinagar does not have sufficient number of trekking agencies, which could guide the tourists on trekking. Choomati Trekkers at House Boat Kings Marine No. 67, opposite to GPO on the Bund, claim to be the competent trek organisers and to have a variety of trekking gear available for hire.

The guide facilities are available with the travel agencies. The Tourism Department of the Jammu and Kashmir Government,

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has issued licenses to the guides, who can accompany the tourists to their destinations. The enquiries about the guide facilities can be had from the TRC and other tourism offices of the State.

Tours can be booked through a Tour operator. A tourist guide is a tour planner. Although many guides know a great deal about the social, political historical and physical features of the places, but their primary responsibility is to ensure that all the operational aspects of the tour proceed smoothly. These guides are friendly, helpful and informative. The guide is in fact a coordinating factor between the tour, tourist and tourism.

F. Entertainment and Recreation Programmes

Entertainment is closely co-ordinated with hospitality shown to a guest. He can be entertained lodged and can be considered favourable. The ethos of Kashmir for the hospitality should be demonstrated to a guest, who can be tourist as well. The tourist is entertained properly, when he steps in the TRC, the base point of every tourist, whether he comes by bus, or by air, because the Indian Airlines, takes every care to take the tourist up to TRC, Srinagar. The tourist police is there to guide him. He is a welcome guest and the tourist feels at home, when he visits the TRC for the first time.

A tourist can be properly entertained initially at the TRC, where retiring rooms, bedrooms and suites can be provided till the tourist arranges for the hotel or house-boat lodging. Kashmir evokes all the right images that a tourist keeps in his mind. The tourist can be entertained by the overwhelming scenery of snow covered mountains, thick with forests and dotted with myriads of water-falls and streams interlinking themselves as they flow towards the valley.

"The influence of holiday may be regarded as a separate factor in the location of facilities. The necessity of resorts for treatment and recreation brought into existence the distinct types of establishments. It all led to the situation of these establishments along the coast and in hill resorts. Concentration of entertainment

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is another factor, which helps the choice of location of a hotel. Motivations are the swimming pools, golf courses, tennis courts, riding tracks, swimming and boating in lakes and appreciation of landscape.[14]

Recreation

Under the term recreation the parks, forests, camp-grounds and trailer-parks constitute the infrastructure of tourism in the Velley. Recreation is a diverse industry; it is multifaceted, hence it is not restricted to the place of sight-seeing, as its scope is far and wide.

The course of recreation opportunities throughout the valley is one factor in the rise of domestic travel, as well as in the increase in foreign visits to the Kashmir Valley. Nature has provided the recreational spots. The Dal lake and Nagin lake are places of water games. Regatta is the recreational aspect that can be appreciated by the tourists. Surf riding is the recreational item in the Dal lake near Ndhru Park can be liked very much by the tourists, who may want to enjoy.

Parks are owned by the State Government. The National Park of Dachhigam is very important part of the State tourism. The city forest at the basement of Cheshmashahi is the leading park of the State Government, The green city has grown greener and the gardens enhanced and made more attractive. Landscaping has assumed importance, river fronts are being improved and avenues greened in the valley.[15] The recent developments have been instrumental in creating the new entertainment facilities and recreational aptitude.

Hotel Pacific, Dal Lake, Boulevard is fittied with 'Dancing floor', where three channel music is provided in each room. The tourist can enjoy video in the dinning hall.

Shahenshah Palace, Dal Lake, Boulevard has restaurants like "Koh-i-Noor", "Darbar-Coffee Shop", "Paimana Bar" and Mehfill-Khas" of the Moghuls. The Banquet Hall provides a feast, a course of sweet meats and fruits. A health club and swimming

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pool are additions of the Shahenshah Palace.

Shah Abbas Hotel with five star facilities provides "A La Carte Meals", serving European, Indian and Chinese preferations. The hotel conducts recreation like golfing, riding, fishing, water skiing and shikara riding.

Razdan Travel Service has an experience of over 25 years in organising recreational and adventurous activities.

Hotel New Shalimar provides Shikara Crossing free for guests *i.e.* a tourist who stays in the hotel. Special Kashmiri entertainment and traditional Kashmiri '**Wazwan**' is provided for large incentive and deluxe groups.

Hotel Heaven Canal, Dalgate, provides golf course, free shikara service, excellent eastern and western couisine,

Ahdoo's Restaurant is a trusted name in Kashmiri food, with full Kashmiri atmosphere. "Goshtaba" of Ahdoos is a speciality. Besides, Kashmir Hotel and Restaurant Association takes care of every entertainment, as per the tourist norms.[16]

Sports Activities

Golf is conducted by the "Kashmir Government". Golf Club has a 18-hole golf course. This Golf club is situated on the 'Tsunti-Kohl' facing towards east and polo ground in south. Temporary membership is available at a reasonably affordable price. The equipment can be hired.

Palace Golf Course

It is in the erstwhilc Maharaja's Palace, on the banks of picturesque Dal lake, adjoining the Raj Bhawan and on the foot of Pari Mahal, built by Prince Dara-Shikoh.

Swimming

Swimming opportunities exist at Hotel Broadway swimming pool and at the water sports institute in Nagin Lake. Swimming can be carried on in the Dal lake, provided a swimmer is efficient

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enough to swim in the lake.

Squash and Tennis is played at Amar Singh Club and the hotels. Temporary membership can be extended at "Amar Singh Club". Billiard facility is at the Amar Singh Club.

Fishing

Jammu and Kashmir provides excellent opportunities for an angler. Rivers Streams in Kashmir have been recently stocked with "trout" and other fish through successful hatchery operations: Fishing permits can be obtained from the directorate of Fisheries, TRC Srinagar. The facility of fishing equipment can be hired in Srinagar from authorised dealers Fishing beats are mostly accessible by car or jeep. Fish hatcheries are at Hail, Achabal, Verinag, Harwan etc.

Wild Life

Kashmir's protected wildlife includes the "Hangul" related to the red deer of Europe and the elusive snow leopard. Here too the tourists may be fortunate to sight ibex, great Tibetan sheep, and bharal. The most accessible wildlife sanctuary is Dachigam, National Park and Gulmarg Biosphere Reserve.

Close to Jammu are the wildlife parks at Nandini, Surinsar, Jasrota and Kishtwar High Altitudes National Park.

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5
Economic Impact of Tourism in Kashmir Valley

Industrialisation has been defined as a process in which changes of a series of strategical production functions are taking place. It involves those basic changes that accompany the mechanization of an enterprise, exploitation of a new territory. This is, in a way, a process of 'deepening; as well as widening of capital. Industrialisation is also understood as a process connected with industrial progress, where returns are created, increased and wholly or partially realised. it also lifts the margin realised because of internal economies, or external economies or both. This is the rationale of industrialisation.

Division of labour leads to discoveries and inventions. The modern organised research suggests and identifies the development through the subdivision of labour and the wise manager attends to the suggestions of the specialised worker." As a corollary, the store of accumulated knowledge is increased with division of labour.[1]

The industrial development, the primary essential, of which is industrialist, must be aware of the organisational procedures. Organisation spirit is the (i) managerial ability, (ii) organising ability, (iii) administrative or executive ability, (vi) special technical knowledge, (v) special skill, (vi) physical ability and above all the combination of these qualities.[2] All such qualities when taken into consideration, has made possible a new approach on the "socio-economic impact of tourism" in Kashmir.

Jammu and Kashmir is a developing state as per the financial

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reports of the country. Like the economic environment is, the social environment is equally important as it forms the base for industrial development. The social environment and the institutional factors are to be examined under two heads : (i) the demographic aspect, (ii) the social aspect.

(i) Demographic aspect — In a country with a low per capita level of income and severe shortage of capital, rapid growth of population tends to add to the difficulties of saving and investing enough funds for the industrial development.

(ii) Social aspect — The social resistance to economic change can conveniently be considered in relation to its influence upon the supply of three factors of production — entrepreneurial ability, labour and capital.

Under this context, the evaluation bas been focused on "Tourism in Kashmir". Development as has been said, is a "process of improving the capability of a country's institutions and systems to meet increasing demands of a social, cultural, political as well as economic character"[3]. It is a process of institutional changes with the involvement of socio-economic activities. The changes have to be conceived, effected and properly implemented in a phased manner for industrial development. A clear distinction should be made between physical development or division of the industry and its organisation.

The industry segments have been identified with relation to tourism and are analysed as under :

Business Firms : The business firms have been classified in the private sector. These provide the travel product to the consumer *viz.* tourist. They are commonly referred to as suppliers. These actually supply the transportation, offer accommodations, make arrangements for and provide entertainment to the tourists. Jammu and Kashmir STC is the public sector, which takes the responsibility of travelling from Jammu (Tawi) Railway Station to the TRC, Srinagar. The fleet of buses consist of Super Delux, A class, B class and new model fleet of taxis. Industrial

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development is inter-related with demand and supply. The demand for modernisation and the overall development is the general attitude of the consumer and has created advances in this segment. K.M. D.A. falls in the private sector, Bharat Transport is also enthusiastically involved in this area of industrialisation. Video coaches run by individual firms are tending towards industrialisation.

Tourist being the important customer, the business offers him the goods he needs during his travel and tour, at prices which he regards as reasonable, accompanied by services that facilitate his use of them. When learnt by marketing methods that confirm the way he wants to buy the business has a good chance of success[4]. In this context, the Indian Air lines caters to the needs of the tourists, from New Delhi, Chandigarh, Jammu to Srinagar and from Srinagar to Ladakh. Plans are to add Kargil with the rest of country on the aerial maps. This will help the tourists to understand the socio-cultural heritage of Kargil, almost neglected so far, which otherwise forms the base point of Leh-Ladakh.[5]

The tourism of the State, has been taking advantage from the technical know how of the Sunrise Industry, of the 21st century. Globally tourism is a $ 120 billion venture. Year by year tourism as a service industry is growing fast. India received 10,80,050 foreign tourists in 1986, a 229.10 percent rise over 1985. In 1987, the country hosted 14,84,290 tourists of which 11,63,774 were the Pakistan and Bangladesh nationals. To anticipate and ensure the large number of tourists to Kashmir more infrastructure facilities like airports, water supply, hotel room occupancy, choice cuisine and public utilities like transport, taxis, chartered planes, external and internal airways and more are to be added.[6]

Under such circumstances, the industrialisation needs to be streamlined in the most advanced manner. Occasionally, manufacturers are forced to make some of the products they might otherwise purchase because no suitable supplier exists. Firms that depend on materials in the sphere of equipment of unusual properties or designs, sometimes manufacture them to prevent

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before hand any interruption in supply, or variation in quality, or to protect the design of their own equipment viz. the equipment of advanced technology.[7] The valley needs such modernisation to cope up with the tourist traffic.

As per our study on the economic impact of tourism in the context of industrial development, the advertising has taken a new shape. It has created new vistas for the artists, graphic artists, advertisers. The professional skill and entrepreneurship of photography has been a welcome step and now the video cassettes have gained momentum. Photography in Srinagar city, Gulmarg and Pahalgam, has been technically streamlined. The tourist season is very hectic season for the employer and the employee of videography and photography.

The publications relating to Kashmir, with respect to the cultural history, tourism, handicrafts, are full of photographs of the monuments of Kashmir, "Dal lake", 'Shikara' 'Kangri', Wazwan, Samavar, Sozankari, Chikendozi, embroidery, papier-machie, wood carving, Qalin-bawfi, shawl-bawefi, crewel embroidery, "ebroidered neck" of pheren, the Kashmir delicacy of Saffron, orchards of apple, walnut, apricot, cherry, anglers finding 'trout' fish, setting camp in Kashmir, high Himalayas, pony trekking in the resorts of Kashmir, Gulmarg winter sports, of pilgrimages, Asthans, Dargahs, temples, vihars, palaces, hotels, house-boats, entrancing Sonamargs' green pastures etc. The tourism department has ensured the standard quality of photography in the valley and have registered the firms, which are allowed to go along with the tourists.[8]

Tourism has made its impact on the floriculture and horticulture industry as well. Most of the paddy fields have been converted into flower producing gardens and orchards. The Rose, Lotus, Virkin, Tekbatni, Yosman-Jasmine are the special tastes of the tourists. At the Srinagar Air port, TRC, and on the gates of the Moghul gardens, flowers are exhibited, to captivate the heart of the tourists. Flowers are being presented to the tourists in the Dal Lake-Shikara ride.[9]

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The horticulture department has introduced the marketing system and classified the fruits in special A, B and C category. Jams of Apple and Cherry conform to the taste of the tourists. The canning factory has provided employment and many household women have adopted the profession of canning. Apple Juice factories at 'Zakura' Rajbagh have been the suppliers to the hotels. "Apco" Juice is commercialised, 'Harco' has a special name in jams prepared form Kashmiri fruits.

The tourists have also promoted the tailoring of designs in Kashmir. The 'Pheran' of Kashmir has been enriched with Moghul designs of embroidery and sozonkari. The 'tila shawls of golden thread, both the Pashmina and raffal, have revitalised the handicraftsmanship.[10]

Sericulture has been modernised. The seed examination, on scientific lines, is a recent introduction. Reeling of the cocoons at the Silk Factory is done in fine filatures containing 1520 railings and 760 cooking brains.[11] Half the quantity of seed is imported from Europe.

Silk Saree of various designs are sold to the tourists in the shopping complexes, Show Room of Silk Factory, Rajbagh, is located at Central Market exhibition grounds, Lambart lane, Srinagar. The Kashmir silk saree is the pride for the domestic tourists. Crape, chiffon, chinon are the varieties of silk sarees.

The Fur work on Kashmiri cap, gloves, waist coat, hand bags, baby suits, purses etc. captivate the heart of tourists. The leather works of Kashmir art has its special place in the Residency Road shops, Budshah Chowk, Dalgate point and it provides economic stability to the working community, who have industrialised the handicrafts.[12]

The sale of hides and skins has also promoted the economic betterment of the valley. In Kashmir, hides are prepared in the villages and are brought to Srinagar, where they undergo a refining process. Skins are brought in raw. The Kashmir Tanneries has produced new designs of Ski ware. A variety of leather goods in fairly large quantities are manufactured in Kashmir. The leather

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industry is gaining momentum as a result of growth of tourism in Kashmir.

The house-boat craft industry is focused on the dexterity it presents. Cushion carving in house-boats is the attraction of Kashmir tourism. The Kashmiri carpenter is an excellent designer. Due to the admiration of the tourists the following kinds of work are done by his minute skill: Pinjara or lattice work, the Kashmir names, which excel in its master craftsmanship are "Posh-Khane, Sadah Kandur, Shash-tez, Shash-sitara, Shash-Pahlu, Dwardah-Sar, Shekh-Sar, Jaffari, Johan shirin and Tota shash-Tez". Various patterns are made on geometric and floral designs.[13] "Budlu" and "Kayur"wood is used, which is brought from jungles of the Valley, which also requires industrial acumen.

The foreign tourists like these designs of wood work and they are meticulously fitted in the lounge, conference halls, and reception rooms of hotels. All these designs are closely knit with the tourism industry as the common average Kashmiri family cannot have them in their houses because of cost and price. Surely, these are the items for the promotion of tourism in Kashmir.

'Khatamband' or pannelling in various geometric designs have been applied to the ceilings of house boats, the Centaur Hotel, Broadway Hotel, Oberoi Palace and other hotels. These beautiful ceilings are sent to England and other countries. Indian Tourism also encourage such panelling in the hotel complexes.

The walnut wood work of Kashmir is of global attraction. Wooden screens, tables, pictures frames, trays, cigar boxes, music stools, cosmetic boxes are in demand and are easily available at the shopping complexes.

Stone Work

The ruins of Martand testify to the ancient stone carvings of Kashmir. Even in the Moghul times, the art was in vogue, as shown by the carvings in the pavilion and waterfalls of the Shalimar garden, for which the tourist make his stay around the garden. The modern stone work is lapidary work, such as engraving

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seals. A Jade sceptre is a masterpiece of the Lapidary's art and is priceless in value. Tourists visits to valley really have great impact on the economic life of the people, who are dealing with the precious stones. Cornelian, Blood stone, Onyx, Liver stone, Mass stone, Lapislazuli, Rock-Crystal etc. are cut into buttons, beads, brooches, etc.[14] These beads are almost antique pieces of gift, which the tourists take pride in having, as a token of Kashmir's stone work. The shops are at the Civil Lines, Lambert Lane, Kokar Bazar, the Bund, the Boulevard and the shop complexes of hotels and Central Market Exhibition grounds. The lapidaries of Srinagar are however, very skillfully made and the Togrdi monograms, which are engraved on various kinds of stones, are excellently executed.[15]

The peculiar attraction of the mountain-girt valley is that it caters to every taste of a tourist. Hence the men involved in this trade have been involving themselves in the plan of industrialisation to yield more economic benefits. The management science needs to be introduced to the professionals known as "Tarifdars" in Kashmir, who are the custodians of handicrafts.

The introduction of tourism from the Maharajas' period has given, training to barbers, tailors, leather workers hoteliers, cooks, khalasis, weavers, photographers, drivers and willow workers. From the indigeneous skills, they have shifted towards machine, and from a shop to factory. The following professionals still owe much to the native skill, on which the pride of tourism vests. These are the papier-machie workers, stone cutters, namda makers, shahtosha and dussa weavers, shawl weavers, embroidery workers, kani and jamwar weavers, who help tourism to flourish.

The following professionals are indirectly involved in this sector and it also makes an economic impact on them: Religious preachers at the Dargahs and temples, Sharda script readers as many tourists come to study the 'Trika' philosophy of Kashmir, written in Sharda scripts, and the Teachers of the Rishi Cult. Though the hawkers are not allowed in the hotels, but hey made their contacts through the backdoor of the industry and make sale

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of the ancient scripts as antiques in an illegal way, since Sharda script books with paintings have unique importance in fine arts/ painting.

The economic impact of tourism is closely connected with the physical labour such as porters, dandi-bearers, horse and ponywallahs, who go along with the tourists to Amarnath Cave, from Tangmarg to Gulmarg and then Khilanmarg - Ailpathri, Sonamarg to Baltl, and also accompany the tourists in trekking.

The prospects of tourism are closely connected with transport for travel. This industry is complex and important. It has a unique aura of glamour and romance, yet travel is also business and demands the same skills and disciplines as other businesses. It responds to the social, political, economic and legal environment, just as other businesses do.[16]

Travelling has had considerable importance for the tourism industry in the State with reference to the Valley. Transport and tourism has a dynamic relationship. Transport plays an important role in the creation of new attractions. Travel and transportation are complementary in the successful progress of tourism industry. Travel demands are generally identified and measured in terms of various factors, which are :

i) motivation for travel,

ii) origin and destination of travel,

iii) distance to be travelled,

iv) type, speed and convenience of movement; and

v) the cost of travel.[17]

These are the factors which generate transport for travel influenced by the motivations according to the standards of economic capacity. An individual traveller becomes a mass tourist, when the trade and transport facilities are fused together on economic lines. The travel motivation is a demand factor.

People in general and tourists in particular need transport for reaching the destination. Here our concern is to see the travel demand in terms of 'travel for the purposes of pleasure, relaxation, sight seeing, pilgrimage, socio-economic activities. The problem

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of special requirements for development of tourism such as transport infrastructure in the developing countries like India arises from the inadequate management of transport. The standards of transport, which consist of equipment operations and comfort are not so healthy.[18]

The infrastructure of transport needs higher standardisation, in the interest of the growth of tourism. The national policy on transport has taken into account the various types of transport and the part each is playing in the growth-oriented efficiency of transport system. The major components of transport are railways, airways, roadways for a tourists who visit the Valley. The allied systems of transport are helicopter services, Ski-lifts. Making tourism a well knit industrial sector on the national map, cheap and comfortable transport is indicated.[19]

The road transport has become an essential joint in accelerating the vehicle of tourism industry for economic growth. It is widely used as it is necessary in the valley, where most of the area is mountanous covered by forests. It also suggests the need for more light vehicles, such as jeeps and four by four power wheelers.

Marketing Aspect of Transport

Because of the competition in the travel market, the travel managers must be familiar with marketing and its advertsing. To improve the market, the transport management either in the public sector or private sector has not paid attention to the advertising messages by radio, television, newspapers, bill-boards, bulletin boards, magazines, etc. Only the name plate of the transport firm indicates the particular transport concern *viz.* J and K Road Transport Corporation, K.M.D.A. (biggest fleet of the Valley), Bharat Transport Co., N.D. Radha Krishan & Co. The destination of the buses are written in Urdu, which causes inconvenience to the tourists, who are not familier with the language and its script.[20]

The transport is the bigger component in the tourism industry. The J and K Govt. Transport was transformed into an undertaking and lately as a corporation. The corporation provides jobs to

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drivers, conductors, ticket checkers, and the management personnel, smiths, welders, painters, technical and non-technical administrative staff, inspection and other staff. Besides the safety of the passengers, the Inspector General of Police with the designation of I.G.Transport is looking after the whole system of J and K transport industry, and under him the police force is discharging its functions to avoid accidents. The transport has had considerably effective impact on the economic condition of the State.

Every taxi in the Valley is metered. More graduates are entering into the profession, as it is lucrative. The finances are provided by the nationalised banks of India, as the J & K Bank Ltd. and other financial institutions.

Three Wheelers, Auto Rick shaws are plying in the city and has been quite useful for the service class tourists, who visit on the Leave Travel Concession. These prefer to move about the city in these rickshaws. They are all metered, with the definite colour scheme, which provides them a surety of genuine travel. It also provides part time jobs to a section of youth. Proper marketing depends on proper distribution of work. The marketing manager must work to arrange transport for the consumers, the tourists. This includes arrangement for buses, trains and aeroplanes. Travel agencies have been playing a great role in marketing the travel in relation to the foreign tourists. 'All planning shares some fundamental characteristics, which include marketing techniques, such as implementing the plans and evaluating results'.[21]

Transportation is an integral part of tourism, it involves a number of people and demands healthy investment. Though a complicated organisation, with the technological revolution the transport system has created "tourism explosion" in speed. Accessibility and spatial interaction have been accelerated by tremendous progress, in the field of transport and communications.[22] Tourism transport has underwent three phases namely (i) International accessibility involving movement from the native country to the visiting country or specifically from the

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originating place to the place of destination. (ii) National and regional accessibility involving movement from home town to the places of tourist interest. (iii) Local accessibility for movement to the places of tourist interest.

Under such considerations, the tourism industry needs proper management, which contributes to economic growth of the State. The investigations reveal that a tourist requires fast, convenient, but comfortable, cheap, safe and punctual transport. Since the valley has different modes of transport, which deal with tourism, it depends mainly upon the income status of the tourist with respect to the type of transport chosen. The random factors also play a selective role in the choice of transport, such as the convenience and its model and fashion.

I.U.O. and T.O. reveal in a report that the expansion of the tourist transport services is closely linked to the elasticity of demand resulting from income and price elasticity. An increase in income results in expansion of demand for air and motor transport, where as rail transport seems to be more adapted to social strata with limited resources[23].

The tourist other than local public is essentially the pivot, around whom the transport is dependent and determined. The income structure of the tourist is the criterion for this industry to determine its market. 'Today more and more people from wage earning and salaried classes are coming tour the globe.[24] This statement is true for the Valley of Kashmir, as the Valley is a centre of international tourism. The tourism with respect to 'travel and transport' in Kashmir has made tremendous effect on the regional, state and national economy. The mode of transport is both public and private; it includes the railways and the Indian Airlines, for which the quota has been fixed for the travel agencies. They also get discount in the fare for tourists travelling by air, and this helps them to be the link between the seller and buyer.

The importent point to examine is the entry point to the State by road transport. It is Lakhanpur, which makes it a 'closed circuit' tends to reatrict tourism in the state according to season.

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For the Valley, it is the time and situation which determines the plan of the tourists, as the road suffers from minor damages during rains and heavily during winter. Thus the air traffic plays a dynamic role, to serve the purpose, as it takes only 23 minutes from Jammu Airport to the Srinagar Airport, while the bus/video coach take twelve hours and taxis 7 to 8 hours to reach the T. R. C., Srinagar, the welcome point of the tourists.

The structure of internal transport is analysed as under :

Road	:	Adequate number of tourists cars and coaches of good quality.
		Abolition of Restrictive regulations.
		New road construction and adequate maintenance.
		Much more capacity of tourist routes.
		Prompt confirmation of tourist's seat request.
Air	:	Tourism cell in Indian Airlines for effective public relations.
		Adequate number of tourist specials for groups.
Rail	:	Tourist railway coaches attached to selected regular trains, to facilitate the time management.
		Arrangements for fare collection in foreign exchange.
		Facilitation in obtaining tourist reservation.
		'Travel as you like' Tickets for tourists.
		Railways cell is departure of tourist.

Developing a Futuristic Outlook

The transport trilogy, which includes manufacturer, seller and buyer has been examined on the basis of their performance, which suggests that a developing outlook has to be created to meet the crisis, which is faced by the industry. The study of international

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trends and the preferences of travellers, is needed, and the travel agencies must find an equation and analyse the projections. All planning must share the fundamental characteristics of economic development on the basis of 'neat and clean' transport system based on computerised programmes. There must be goals and objectives, *e.g.* 'travel agencies and marketing', travel agency finances, communications, selling travels to individuals and parities, maintaining close contacts with the programming of hotels.

Marketing strategy must be streamlined with a realistic aproach. Tools like publicity and advertising must be included in the travel and transport programmes, to give a futuristic outlook.

Advertisement must be utilised for the domestic and international tourism. T.V. features, must be geared up to provide mass programming. These suggestions will bring employment nearer tourism and transport.

Although Kashmir is one of the world's leading tourist attractions, still the Valley has to make its mark in the international arena with respect to tourism. The picture is definitely changing for the better. With increased business travel facilities for the future traveller should be geared up to the international standards.

Transport in the Valley of Kashmir will play an important role in the successful creation and development work. New attractive spots will be connected by road transport. As regards safety, a closer uniformity with International Road Traffic rules should be imperative.[25]

Impact on Employment

One of our approaches to the study of tourism is to see the impact on employment. This is a very essential problem of the study from the economic point of view. Tourism industry is not based on idealism; it is a dynamic field which covers the involvement of land, labour, capital and organisation including public finances. Under these heads, the study of tourism is closely knit with employment generation in the State.

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Directly and indirectly, the trading and business community is integrated with tourism. Tourism has grown to be an activity of international importance. It is a significant industry with the key role of making the tourist spend some of his budget on transport, boarding and lodging, sight seeing and making some shopping. Broadly the functioning of tourism starts with the selection of the destination and then planning to make the tour a success.

For the Valley, tourism is the largest commodity in domestic and international trade. It is the prime industry of the Valley along with its constituent segments like transport, shopping, guide service, banking, police services, internal affairs ministry, customs department, immigration department, department of statistics and planning, protocol and hospitality. Such a system, where tours are influencing directly, requires a personnel staff, with the administrative and organisatons acumen.[26] It is thus providing job opportunities in private, public and government establishments. Hence the need is to promote tourism in a planned manner, on the basis of research data.

As tourism has grown, it has moved from being the sphere and province of rich to becoming accessibile to the masses, involving millions of people. The "Tourist statistics" has classified the international visitor, foreign tourist, excursionist and cruise passenger. It has also defined the domestic tourist.[27] The state tourism is based on the work of a broad team of personnel with diverse qualifications and achievements who on the basis of experience promote tourism, and play a dynamic role in making a strong impact on the economic structure of the state.

The Organisation for Economic Co-operation and Development (OECD) has identified top nine ranked by international tourism receipts. These are - United State $ 12.9 billion, Spain 11.9 billion, 9.8 billion, France 9.5 billion, United kingdom 7.9 billion, West Germany 7.8 billion, Austria 6.9 billion, Switzerland 4.2 billion and Canada 3.8 billion dollars. India is not ranked among the top countries of international standards, so the tourism in India suffers on the economic grounds. Cost benefits

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study of tourism by N.C.A.E.R. (1975) shows the tourist arrivals and there standards.

Employment Generation

Besides being a source of income creation directly the tourism industry also generates the sources of employment in other allied sectors, mostly in the service industry. The employment impact of tourism is diffused widely over the economy affecting almost all segments of the services and other sectors.[27] The tourism industry in the state has directly generated about 48 thousand job opportunities is 1980-81 and has been responsible for indirect employment of about 2,64,000 to 2,98,000 persons. NCAER has revealed that the tourism industry has generated employment to 5,348 in hotel industry, 2,900 in house-boats, 25,345 in transport and 1,08,700 in handicrafts.

The studies reveal that income form tourists is about 10 percent to 15 percent of the State income. The tourism sector provides employment to more than 2,50,000 persons and the revenue from tourism accounts for 12 percent to 18 percent of State's total receipts.

The income created by tourism shows that the hotel industry accounts for more that 50 percent of the total income created by tourism industry followed by trade in the local handicrafts of the manufacturers.

The employment generation in the State has been declining due to the present turmoil in the state, caused by militancy. The tourism had played a dynamic role in the generation of employment; it has now been declining, as the domestic tourist and foreign tourist arrival indicate a down fall in the state tourism due to militant's retiveties. If and when the situation in the Valley comes to normal, the structure of tourism needs to be reconstructed, in order to impart the sense of life security to the tourists, both domestic and foreign.

Economy under siege is a question mark, which penetrates deeply in the minds of planners, economists and commercial

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experts. Ashok Jaitly remarks : "The most obvious and direct impact has been on the tourism sector. During 1990-91 tourism came to a virtual stand still with the number of local visitors to Kashmir falling to insignificant levels from a peak of about 7 lakhs in 1988. Surprisingly, 1995 was a good year for the tourist trade with traffic reaching a level of 3.6 lakhs and the highest ever inflow of foreign visitors at 20000. This was despite the fact that there had been a number of bomb blasts and killings.

The report from travel agents also reveals that there was good booking for the 1990 Summer, but tourism was immediately and totally affected. Tourism contributes 10 to 12 percent of the total net domestic state product. The Department of Economics and Statistics, IAER, bring out the highest possible contribution of 15%. A downfall in the state tourism is a setbacks caused by the insecurity of life and assets, caused by strikes, hartals, looting of banks and overall political movements, as revealed in the national media and foreign press.

Although accurate data is hard to come by, estimates place the total number of people employed directly in tourism at about 40,000. Most of the tourist activity is located in around the Dal lake, Moghul gardens and particularly in the Srinagar city, where 79 percent of the people live. The bulk of the employed are low-skill and relatively low-wage earbers. The Shikara wallas, the pony wallas, porters, waiters, cooks, barbers, furriers have suffered due to setback to the tourism under political and civil uncertain conditions.

The tourism sector is a seasonal employment sector for about four months in the year. The Department of Economics and Statistics shows that an average of 45 percent of the expenditure incurred by a tourist would be on purchases. Thus there has been an adverse effect on the production and sale of handicrafts. This suggests that the employment prospects in the State with respect to the Shawl Bwafi, papier-machie, furriers, embroidery have declined, which would constitute a fair 45 percent of the expenditure of the tourists. Only 4 percent of the State Product is

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contributed by industry, which has been adversely affected to some extent.

The greatest handicap being faced by the industry and trade is the non-functioning of the banking system, which has affected resource availability. It is estimated that industrial production, trade and business have suffered a setback of perhaps 15 to 20 percent. With this the declining graph of tourism in the state is evident, consequently affecting the employment generation.

Future prospects of the economic impact of tourism with the restoration of the law and order situation in the State, particularly the Valley, needs advertising, management and consultations, amusement and recreation. Business and professionals, which happen to be the virgin fields of the state tourism industry, will provide better chances of employment generation in the Valley. The key concepts will be chamber of commerce, organisation for Economic Co-operation and Development, Environmental Tourism, Ethnic tourism, income variables, phychographic profile and above all motivations. to generate the employment in the private sector.[28] A study of key points will enhance the horizons of tourism.

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9. Small girls often offer flowers to the tourists in the Lake and ask for 'Bakhsheesh' (the gift).
10. Various 'Chathals' - domestic schools teach 'Tila' work to the girls in Kashmir.
11. Pandit Anand Kaul, Geography of Jammu and Kashmir, Light and Life Publishers, New Delhi, pp. 89-90.
12. Survey conducted by the researcher in 1997-98.
13. These are the typical Kashmiri names of wood work. The woodworker, though not formally literate knows the best of geometric patterns.
14. Source : Departmental Lab. of the Geography Deptt., G. M. college, Srinagar where these items are exhibited.
15. Source : Commerce and Industries, Chapter, in Geography of Jammu and Kashmir State, updated by P. N. K. Bamzai and self survey of the researcher.
16. Christopher Hooson, Non Starr, 'Travel Career Development', Pub. Institute of Certified Travel Agent Wellesley. Massachusetts, 1983. p.iii.
17. R.N. Kaul, Dynamics of Tourism, Vol. III, p. 493.
18. Transport Industry in the Valley needs to be streamlined on the basis of the D.T.C., to help industrialisation.
19. 'Indian Railways have technically felt the necessity of making a uniform guage systems on the tracks, for proper time management and give coherence in travel and transportation - 'A programme on the tracks' on the Doordarshan dated 15.09.1992.
20. All the transport operators need to introduce 'Travel Insurance Scheme' for the tourists. In addition, to protect the clients interests, the travel insurance should be offered to protect the travel agent as well. If insurance is offered and refused, it should be noted in the tourist's file. Such schemes exist in U.S.A. vide Traveller Career Development p. 262.
21. Robert T. Reilly, Travel and Tourism Marketing Techniques, Merton House Travel and Tourism Publishers, Iric, Wheaton, Illinois U.S.A., 1980.
22. Loggan has commented 'Donglas Aircraft company will be developing tourism to moon', His comments in 1976 as Vice-President of Donglas Aircraft Company.

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23. 'Technical Bulletin of IUOTO', Geneva, 1968, p. 1.
24. R.N. Kaul, Dynamics of Tourism, Vol. 3. p. 500.
25. *Ibid.*, p. 9.
26. Survey conducted by the researcher, where tourism has influenced in the creation of job opportunities in the state.
27. N.C.A.E.R.,'Cost Benefits Study of Tourism, 1975, p. 27.
28. Comments by Ashok Jaitly, Financial Commissioner of the Jammu and Kashmir State

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6
Problems of Tourism in Kashmir Valley

A. Problems of Tourist

The present investigation is to see the problems of a tourist in the Valley of Kashmir, which he faces during his tour programme. Kashmir is essentially an important spot in the world map of tourism. The phenomenon of tourism, which we observed during the investigation throws light on the problems of a tourist. India is a developing country and tourist spots other than natural sites are also developing, the same is true with refrence to Kashmir. Kashmir is also participating in making the tourism industry more focussed, lucrative and fast growing. Hence in this pursuit, the problems are interwoven and need a desired solution simultaneously.

The developed countries from which the tourist arrival mostly occurs, need to be looked after in that perspective. It has been observed that the tourist arrival is from the North America, Central and South America, Western Europe, Eastern Europe, Africa, West Asia, South Asia, South East Asia, Australia[1]. The psychological wants of the tourists have examined, investigated and analysed from various angles, to provide a determined solution. In this context, the socio-geographical situations which are directly and indirectly involved need to be enumerated. Tourism motivation is an essential factor to solve the problems of the tourists in Kashmir. The four categories are the basic travel motivations, such as physical, cultural, interpersonal and status-prestige motivations.

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The aspects of physical relaxation and rest, sporting activities and specifical medical treatment facilities need to be modernised, because the tourists do face such problems. Since this major problem is connected with the individual's psycho-physical health, it has been seen that the medical kit is not always available at all the spots of tourist attraction, *e.g.* the oxygen cylinders need to be carried with while trekking in the mountainous regions of Kashmir and base dispensaries to be opened.

The problem mainly faced by the tourist in Kashmir Valley is the problem of communicative language. Mostly the working knowledge of the English language is held by the men directly involved in tourism, but the indirect agencies need refresher courses in English language.

The behavioural aspect of the tourist need to be investigated to give him the warm welcome. It has been playing a static instead of dynamic role. It should not be ignored that certain tourists like to be quite alone and need not be interfered, but the psyche of the tourism in Kashmir is such that the host wants to give more and more attention to the guest which is not found feasible in the western world. Kashmir is popularly known for its over "Khatirtawaza"(hospitality).

There are some tourists with physical limitaions; for them suitable arrangements need to be made. The arrangement for handicapped pilgrim tourists are essential, so that more tourists show their interest in making a tour of Kashmir.

The problem faced mostly by the tourists in the Valley is of proper interaction. All the tourists have not the same mental a spiration with regard to sight seeing only. To motivate the tourists to see the changing facets of the Valley with regard to natural ecosystems, the environmental problem needs to be attended to. There is water pollution in the Dal Lake itself. The noise pollution is also witnessed on the Boulevard road. Though these are man-made problems, they are usually not tolerated by the tourists, and legislation needs to be made to save Dal Lake from pollution. Men and machines are needed to make the Dal free from pollution.[2]

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A new tourism era has started. Technological developments have united the world by greatly reducing the time of travel. In this context, the helicopter service need to be introduced. This is the major problem faced by the tourists, as tourists wishing to go to the Amarnath cave or to the Zojilla pass feel themselves in difficulty for want of helicopter, as they do not like to travel by vehicles, or to go on ponnies or dandies as provided by the Tourism Department.[3]

Tourism has been given priority treatment only recently. As compared to countries like Spain, Germany and Yugoslavia which are visited by 20 to 25 million international tourists every year and where the number of tourist arrivals is many times the size of their population, in case of India, only 12,39,992 tourists had arrived in 1983, and the the projections for 2005 are just 15.00 million foreign tourists. A fair number visits Kashmir, but the problem with regard to terrorism, transport, sanitation, communication make them turn their minds away, as all the hotels are not equipped with modern IT facilities. The problem of foreign exchange conversion is also felt at the places of Sonamarg, Khilan marg, Acchabal, Daksum, Aharbal etc., which are the best natural tourist spots in the Valley.

The most critical problems are—the lack of proper accommodation to suit the different tastes of tourists barring a few starred hotels; lack of air line capacities, lack of professionally trained man power, and lack of proper communication, to acquaint the tourist with the socio-historical and geographical situations of the valley. The micro-action plan needs to be implemented, in this context.

Kashmir receives a large number of visitors both domestic and foreign. These tourists come according to their economic status as high, medium and low budget visitors. In order to identify their problems relating to visiting Kashmir as tourists a survey has been conducted and a sample of 180 visitors shows the following classification:

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Domestic Tourists	17	3.88	percent
Foreign Tourists	173	96.12	Percent
	200	**100**	

Status-wise survey

High Budget Tourists	16	8.88	percent
Medium Budget Tourists	38	21.11	percent
Low Budget Tourists	127	70.01	Percent
	100	**100.00**	

Visitors to Kashmir Valley are not a homogenous group. They vary not only in their socio-economic characteristics, but also in the different impact they make upon the community in respect of their needs and perception of infrastrctural facilities available at various resorts in Kashmir.

The following table helps in determining the needs of various group of visitors and their satisfaction with the existing facilities.

Table 1

Type of Visitors	*Total No.of visitors*	*Satisfaction Responses*		*Average Spending*	
		I Yes	*II No*	*II Amount not Known*	*(in Rs.) of Visitors in category I*
		Accommodation			
Independent	23	12	9	2	250
Package	157	127	28	2	180
		Food			
Independent	23	20	-	3	30
Package	157	139	5	4	21
		Shopping			
Independent	23	16	2	5	65
Package	157	142	3	12	90

Source: Research Analysis on the expenditure by the researcher.

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Table 2 : Variations in Rating of Kashmir's Tourist Infrastructure and Prices According to Visitors Nationality

Nationality of Vistors	*Good*	*Ratings* *Fair*	*Poor*	*Total*
		Hospitality		
Foreign	28	64	81	173
		Hotels and Restaurants		
Foreign	42	37	94	173
		Shopping		
Foreign	68	87	18	173
		Transport		
Foreign	27	37	109	173
	More Expensive	Less Expensive	Same as other places in India	Total
Foreign	112	18	42	173

Source : Survey conducted by the researcher 1997-98.

Informal discussions with the visitors as well as the sample findings indicate that accommodation and shopping expenditure are too high for the need of visitors. Low budget visitors need a special attention in Kashmir Valley. It is a major problem, which needs to be understood in their planning for they want to see the maximum places with their limited resources. While all the high budgeted visitors in our sample travelled by air, 126 out of 180 of low budget visitors travelled by railways and roadways. These visitors complain of inadequate and badly managed transport facilities. Lack of comfortable buses on the inter-district routes pose problems to the visitors travelling by road. The roads too are badly maintained. No provision for street-lights and bus stops are made in the specific areas and the name plates are not written at the bus stands.

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From the above table it is clear that in regard to hospitality, hotels, restaurants and transport ratings are very low and need immediate attention of the agencies concerned in this fast growing industry.

When we focuss on tourism, our concern is the tourist who comes from various ranges of economic stability, and feels various psychic and physical experiences. This sphere largely determines the destinations chosen and the activities enjoyed by him. Business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.

Economists view tourism as a wealth factor in the economy of the industry. Their perspective is related to the income, generation in the Valley, which they can earn from the tourism business. We consider the foreign exchnage receitps from international tourism as well as the tax receitps collected from tourist expenditures, either directly or indirectly. Local people usually see tourism as a cultural and employment factor. The effect of the interaction between large number of visitors and residents do poses some problems. The effect may be beneficial or harmful or both.

Tourism is a composite of activities, services and industries that involves, transportation, accommodations, eating and drinking establishments, shops, entertainment activity facilities and other hospitality services available for individuals or groups that are travelling away from home. All such essentials are not scientifically integrated by the tourism industry in Kashmir. There is still the problem of co-ordination, which the tourist faces on his arrival in the Valley.

With regard to the accommodation in the Valley, the tourism department has registered the hotels—Hotel Oberoi Palace with 105 rooms, Centaur Lake view Hotel with 221 rooms, Broadway with 98, Hotel Shahenshah with 80, Hotel Brawn Palace with 34, Hotel Gulmarg 50, International Hotel Brawn 60, Sabina Hotel 32, Hotel Pari Mahal 35, Hotel Shah Abbas 32 and Welcome Hotel with 51 rooms. The number of rooms available in Hotel Duke Boulevard and Nedous Hotel at the Maulana Azad Road, is

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given in the list of J&K Tourism Directory. All the Hotels except Hotel Oberoi Palace, Centaur Lake View Hotel and Broadway Hotel suffer the absence of telex facility. The hotels are well equipped with regard to environmental effects.

Hotels with tariff of Rs. 300 to 800 are 86 in number. The Telex and Fax systems also are not available in these hotels. The hotels with tariff below Rs. 300/- are 408 (upto 1997). These are at Boulevard, Residency Road, Amira Kadal, Lal Chowk, Abiguzar, Sherwani Road, Lal Mandi, Gonikhan, Badshah Chowk, Dal Gate, Sonawar Lambert Lae. These hotels need more modernisation.

There are some tourists who want to sudy the cultural life of Kashmir in the interior of city and down town, but they do not find accommodation in the down town areas and in the heart of city. The reasons are the roads and by lanes are not clean and the traffic in the interior of the city is almost blocked and jammed.

A tourist needs maximum information on the scientific lines which ought to be precise and accurate. To some extent the slackness is found in the attitude of the officials. The life very fast in the west being the Indian life cannot compete in this respect. Instances show that the foreign tourists, do not appreciate the techniques and trends in the concept of tourism in Kashmir.

No doubt, the transportion is steamlined to a fair extent from Jammu to Srinagar. The Indian Airlines fly on the scheduled times but the frequency is very limited. The travel agencies have got their own quotas in the airlines. There is the fleet of taxis of the recent models and local transport also. The tariff has been fixed by the Government and the habit of bargaining is not prevalent but if the tourist prefers to make the trip in a local bus he does face the problem of overloading and smoking. The tourist industry in Kashmir is mainly connected with the taxis, Shikaras (water transport), so they maintain the dignity of their profession. More taxis are needed to cater the needs of the tourists. Matador, Swaraj Mazda can be utilised in these areas, but their licenses are limited only to the transport of general public on different local routes. The tourist, who comes from other states of India and

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mostly belonging to middle incme group, wants cheap transport. Medium size vehicles on the pattern of taxis need to be licensed on the specific routes.

As tourist is the main pivot of this industry and is the concern of our study, we have to see if he is properly served, his needs are fulfilled, his activites gain momentum on the basis of experience, hotel accommodation, transportation and other arrangements. At picnic resorts and entertainment, at hospital and other allied services, the tourist needs proper attention.

The travel agents, tourist guides moniotr the basic criteria in this regard. They should know the psyche of the tourists who comes with multi-dimensional aspects and its interaction with other activities. The language barrier does play some concern as travel agencies and tourist guides speak and know mostly English and not other major languages such as Spanish, French, German, Russian, Italian, Danish, Japanese etc. It has really been detrimental for the prospects of tourism as faced by the tourists.[5] The University of Kashmir has introduced Diploma courses in Russian, French and Arabic, but not many of the diploma holders of such courses are keen to adopt this profession. Moreover, they are not professionally trained in tourism; they take Diploma courses as academic courses.

It has been seen and verified from sources and interviews with the students taking these courses in the foreign language faculty that they want Government/Public sector jobs instead of entering into the field of tourism. Those involved in the travel agencies are not professionally trained to relate the historical facts actual based on primary sources but rely on the secondary sources or the legendary tales, and such other material. Scientific approach towards the problem in communication is stressed upon by the tourists.

As far as behaviour of the tourist is concerned, he needs 'time' management. Time is an important factor with regard to regulating the tour in the true sense of the term. Travel agencies are often very busy offices. Even so it is travel agents important

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that the communicate give sufficient attention to the need for communication with that tourist to ensure that they are organising their 'time' factor effectively.

The tourists and the persons, involved in tourism must know the importance of maps. A map needs to be simple; drawn as few lines on the paper to guide the tourist to a certain destination.[6] The location of airport, highway, hospital, police station, post and telegraph office, bank and shopping centres must be shown clearly on the map provided to the tourists. The system needs to be introduced. Only a broad map is published, which becomes a problem to an average tourist, as every toursit is not a trained map reader.

Another problem concerns the tour price as every item needs to be meticulously entered before hand, so that the tourist can set right his tour programme as per his financial strength. Mostly the domestic tourists suffer this problem, as they do not know proper budgeting. The problem is seen while paying the 'tips and taxes'. Porters, waiters, labourers etc. need the tips, as per the norms in the west, but the local word for the tip is "Bakhsheesh" which the domestic or foreign tourist does not know. The tourist must be guided before hand about tips and taxes. The status of fares and rates are not properly published in the brochures.[7]

B. Problem of Local Residents

Tourism is not a unitary process, it is bilateral in its nature. the social considerations are very necessary in tourism, especially in the Valley which essentially is a religions oriented, orthodox and tradition bound. The arguments for tourism are enumerated in the context of development in the Valley Tourism -

i) generates employment opportunities, both skilled and unskilled because it is a labour oriented industry;
ii) generates a supply of needed foreign exchange;
iii) increases income;
iv) creates increased gross national product;
v) promotes the development of infrastructure, which helps

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to stimulate local commerce and industry;

vi) stimulates environmental protection and improvement;

vii) increases Governmental revenue;

viii) helps to diversify the economy;

ix) creates a favourable world image of the Valley as a tourists pride;

x) stimulates and encourages the process of modernisation by education of youth and society and changing values.

xi) provides toruist with recreational facilities that may also be used by the local population, who could not otherwise afford such facilities;

xii) gives foreigners an opportunity to be favourably impressed by little known country.

Some of these arguments do not hold good in relation to the local residents. The prices go higher and higher from June to October in respect of vegetables, milk products, meat, poultry products etc. During this period these essential commodities are supplied to restaurants as they are ready to pay higher prices. The electric power supply is reduced in the areas where the hotels are not situated. The common man suffers and only a section is benefited, and hence the general public do not care much to make this industry a success in the State. Consequently, the tourism is not always a panacea in the psyche of Kasmiri local residents.

To generate more foreign exchange the state government diverts funds for the development of tourist spots. The tourism identified areas enjoy the preferential treatment and so it does create some internal problems within the city.

The tourism in the Valley creates some social problems in relations to income differences. The families directly involved with the tourism industry earn much more than the ordinary worker/labourer or a man working in the fields. Sometimes persons involved with the tourism do marry the foreigners, which is generally not appreciated by the local residents. The interaction of dress, hair style, cosmetics, drinking etc. has influenced the

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local residents. The elder generation and the more religious minded persons do not approve such type of interaction in the valley.[8] Some crime is also witnessed, and some criminal cases have been registered. It has been attributed mainly to the faulty system of tourism. The semi-nudity of foreign female tourists does create some emotional imbalances in the local youth, which brings a bad reputation for tourism in the Valley.[9]

The cultural aspects of local residents do face problems. The cultural ethos tends to get merged into the western manners, which is not liked by the local residents. The general public resents losing of cultural catholicism and so some traumatic incidents took place in Kashmir which had a socio-religious and political base.

The natural physical environment has changed. The Shankracharya hillock has been mutilated to make a motorable road upto the T.V. transmission centre, purely to make to make it easier to climb to the top of the hillock as the hillock is identified as the place of tourist interest, because it gives a fuller view of the lake. Similarly, the base of the hillock has been cut on the National Highway to create tourist complexes at the 'Durganag area'. The city forest has been developed in the Cheshmashahi area with the result the local persons have had to surrender their landed property under some legal provisions. On the one hand it has developed tourism, but on the other hand it has also created the problems of over crowding in the area.[10]

Tourism has invited the human interference in the eco-logical balance which nature has provided. Only fishing and hunting under a licence should be allowed. The tourists are blamed for environmental pollution as well, *e.g.* the Dhabas, tea-shops, cafeterias have been allowed to function on the roadsides, places of public utility such as on the Boulevard road, inside the gardens, where cigarete vendors are allowed to carry on their business. The organisers of 'Save the Environment' do make protests on such issues.

Urbanisation of many places of affected tourist interest is

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taking place with the result that the natural beauty is getting mutilated. Plant and animal ecologies have also been affected due to urbanisation, and no 'Kah-charayis' - grazing lands are now found in the Gulmarg and Pahalgam areas. The natural beauty has been destroyed by the over urbanisation.[11]

Due to over traffic places of tourist interest, the air pollution and noise pollution are causing great concern to the local residents. Green spaces, the 'Malyari Zameen - vegetable growing areas, have virtually disaffeared in the city, as they were withinthe areas included in 'Magarmal Bagh', Nowpora, Gadhanjipora, Sonawar, Batwara Ram Munshi Bagh, Shivpora, where now many hotels and rest houses have been allowed to be constructed. The value of land grew several hundred times per 'Kanal' of land, which has caused inflation in the Valley. The green fields considered to be the lungs of the city are seen no more, and the people in general do feel environmental pollution in these areas.

An adverse impact of tourism is the fear of AIDS disease, the most dreaded disease in the world. The statistics show that the westerners are more prone to disease due to their various unhealthy habits. The general feeling is to avoid contact with tourists. When the tourist gets registered within the Valley, it is not obliogatory for him to produce a certificate of being AIDS free.[12]

Marginal negative aspects have been observed during the study of local residents. These are primarily overcrowding at the Moghul gardens, Nehru Park, TRC, Boulevard Road, and hustle and bustle at the Pahalgam - Gulmarg area; these places have turned into picnic spots.

Since the environmental change is aggravated by frequency of visits, a systematic steps needs be taken to save environment. The flora and fauna of the Dal lake, Gulmarg, Tangmarg, Yusmarg, Sonamarg, the Mughal Gardens and places of religious importance as Khir-Bhawani and Baba Rishi and other shrines[13], need protection against environmental damage.

Kashmir question is gaining momentum especially after the death of Sheikh Mohd. Abdullah — the popular leader of the

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Kashmiri public. It has been feared that the spies entered the Valley in the garb of the domestic and foreign tourists. They are dubbed as the agents of India, during the few years *i.e.* 1989-90, 1990-91, 1991 to date, and thus a command has been issued to them by the militant organisations to leave the Valley immediately, as they are involved in spying rather being genuine tourists. This has advensaly affected tourism in the J&K State.

The role of tourism has not always been a means to increase and understanding, as per the general attitude of the public except for some, who consider that travel and tourism provides an opportunity for individuals to gain first hand knowledge of the larger world.

C. Problems of Local Administration

'Tourism' is covered by the State/Central Government. The state administration has streamlined the tourism. It includes all measures to promote tourism. The local administration is directly involved with the tourism industry. It covers formulation and implementation aspects of tourism development programmes. The creation and expansion of congenial type of accommodation, environmental protection, regulation of customs and immigration modalities, training of tourism in the professional institutions, research and analysis and other allied problems.

Under these areas the interfereence of the centre is focussed with regard to the hotel and hospitality management, preservation of ancient monuments, customs and immigration, banking, currency, export, telecommunications and other legal aspects, which arise during the course of dealing with a tourist, if some untoward happens during his stay in the Valley.[14]

Co-ordinations

Under such circumstances the relevant provisions of the state and the union constitution have been co-ordinated to avoid any ambiguity. Th co-ordination covers involvement of various government agencies and departments to give a better and

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modernised shape to tourism. Since the tourism is covered in the private and public sector simultaneously, therefore it is obligatory on the part of the state government to knit the programming to avoid any discrepancy or any sub-standardisation. The need is self evident and so the streamlining of this industry passess through various departments, e.g. police, customs, immigration, transport, weights and measures, exports and imports, banking, telecommunications, airlines, vigilance. The organisational set up faces many odd difficulties in this process.[15]

Finance

Role of Finance Commission in Centre-State relations is signified. Tourism Development Corporation of India is the Central Agency. Which provides guidelines for the development of tourism. Since these two are allied agencies for the promotion of tourism, the responsibility of formulation of work-norms and the enforcement of decisions is taken by the state authorities. The main criterion of tourism development is to establish purposeful links between the tourist and the tourism industry. The financial procedure should therefore be categorised, after taking into confidence the representative of the private agencies.

The department of tourism requires money for every activity it performs, e.g. publicity through press, radio and T.V. not only at home, but also abroad. It therefore involves foreign exchange, which is a problem for the local administration. Available financial resources set a maximum limit on administrative activity as a whole and on each of its separate parts. The financial management is thus as one of the first and in-escapable responsibility of administration.[16]

Field Establishment

The entire tourism is not carried on in the capital headquarters of Kashmir. The establishment has been spread at all places of tourist interest, and not only at the district headquarters. Thus the field establishment has to be be properly co-ordinated. The district

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administrations faces the problem of rationalization of the tourist sector in their respective districts. The 'Reservation Authority' is the Director of Tourism, J&K, Srinagar, the field staff is not competent enough or have not been vested with the powers to provide reservation of the Government accommodations to the tourists. The field establishments face such and allied problems as to when and where they can provide accommodation. The lack of computerisation is a hurdle in unifying the field workers.[17]

Problem of Centralisation

An other problem vividly faced by the field administration is of centralization *versus* decentralization. The field staff cannot subject itself to minute rules and regulations. The natural tedenecy of the organisation is towards centralization and the field stations work as merely executing agenices. The Directorate of Tourism enjoy the maximum control, and thus it seems that the sub-ordinate offices function in accordance with the directives and policies. It creates some problems for the tourism development in itself as at every step the sanction is required to make any addition or alteration. Hence the system lacks flexibility of approach. It also denies the tourist's participation; he can only register his protest at the log book, if one is available in the sub-office. The decentralization will help tourism development itself.

Directorate *Verses* Corporation

Director of Tourism in the state of Jammu and Kashmir is the major 'Head of Department'. Generally he happens to be an I.A.S. Officer, so he executes the government policies in the spirit of a responsible head of the department. He has some limitations, as he cannot decide all the cases himself, because he has to obtain the secretarial sanction, which makes delays in the procedure.

Since the tourism is an important industry of the State with reference to the Valley, a corporation has been organised to facilitate tourism, under the name of Jammu and Kashmir Tourism Development Corporation. The J&K TDC is a public corporation.

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It has been chartered for the tourist business and financial purpose. Corporation is generally meant to produce revenue whereas department is mostly spending units of the government.[18] The corporation adopts the board system *i.e.* it is headed by the Board of Director/Board of Management. The civil service procedures are not applicable' to this corporation. Enjoying the administrative autonomy, it has developed and it has provided loans to the hoteliers, house-boat owners, taxi operators and others allied agencies. Hence these two organisations (Directoarte of Tourism and J&K TDC) vary in their functioning and the problems of responsibility vary in regard to the protedtion and representation of tourist's interest and the problem of labour welfare.

Recruitment of Personnel

Recruitment in the technical phraseology of administration means attracting the proper and suitable candidates for particular jobs. Government is not only the employer in the society, it is only one of the many competitors in the field of tourism. In the interests of administration the posts are advertised for selection as per the Government norms laid down. From time to time, the personnel are appointed, but it has been generally seen that the professionals holding the degrees and diploma in tourism join the public/private sector instead of taking a job in the government as professional posts are few in the State. Mostly the professionals take jobs in the travel agencies, tourism development corporation or they run their own tourism establishment. If we study the nature of appointments we observe that for the promotion of tourism industry in the state, we must include the tourism courses in the 10+2 programme of the educational system and then the higher courses in the degree and P.G. classes, but this is not the case. In the J&K University there are courses n business management.[19] Hotel management is the part of the tourism management.

The Government has ignored the basic structures but has evolved the industry on the secondary sources. The regional

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responsibilities of tourism has its bearing in the local administration. The international Chamber of Commerce (ICC) is the businessmen's international body The main objective before ICC is to make recommendations on international economic policy and to formulate the standard.[20]

Problem of Ecology

The problem before the administration is that of protecting the environment from pollution and to maintain the eco-system in balance. Increasing deforestation, unplanned infrastructual development and construction and pollution have caused severe environmental disturbances in the natural phenomena. When inter-relation between plants, animals and human species and their environment gets disturbed it creates serious consequences for the tourism development also.[21]

Kashmir, which is renowned for its wonderful air, lovely scenery and excellent beauty, suffers some setbacks due to encroachments at the spots of the tourist interest. On the one hand, the essentials of tourist facilities are to be kept in view, while preparing the 'Masterplans' for tourist facilities, but at the same time, the pulls and pressures for providing space to the vendors, fruit sellers, cafeteria owners, Dhabha owners become an obligation in the democratic set up of society, which causes concern to the authorities.

Tourism's Affinity to Environment

There is encroachments in the Shakaracharya hill spot, Boulevard, Hari Parbat and in the beautiful Dal Lake. The environment for planned tourism should be dynamic and not monotonous and a variety of facilities need to be created out of existing sources and other facilities, while keeping in view the municipal laws and city development under considerations. The major problem faced by the administration is to see to functioning of the accommodations like hotels, holiday villages, cottage homes, camping grounds, eating places, restaurants, cafes and canteens

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etc. Entertainment facilities have to be created by making the theatres and cinema-halls free from local disturbance. Parking areas, garages, service stations need not to be allowed in the most sensitive areas.[22]

National parks, wild-life reserves, games and sports, recreational establishments should be declared as the protected areas to avoid ecological disturbance and for the safeguard of environment. Necessary legislation must be enacted to save the environment.

In the valley, there, are enough areas with porivsion of clean and pure water-facilities at the Achabal, Sonamarg, Gangabal, Pahalgam, Gulmarg, Verinag, Kokernagh. These should not be allowed to be polluted by allowing the inhabitants of the area to wash their linen and the crockery, utensils etc. waters, from which the tourists are supposed to obtain water for drinking.

The laws have been passed by the government to preserve wild-life. Many species of animals and birds have already become extinct. Wild-life, as being the part of our heritage, needs not only the Government protection for preservation, but also the public and tourist participation to keep it preserved. Kashmiri 'HANGUL' is the rare specie of the deer. It needs effective steps for preservation.

Deforestation is the consideration before the government. The forests, which provide relief to the tourists, are being destroyed. The exploitation of forest wealth has made profibably impact on the economy of forest, but the environmental problem that it has created, has virtually tarnished the plans and programme of forest conservation. Forests are also the sources of attraction for tourists and a need for co-ordination between the department of forest and the tourism must be appreciated from the tourism point of view as well.

Functions of Tourist Police

Tourist police is a branch of the J&K Police. It performs its functions quite normally, but the problem before a police official

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is the language. He does not understand any other language except Urdu/ English. The police force faces many problems but due this problem cannot assist or help the tourists in the proper way. The language barrier creates major problem for the police. The officials need to be trained in 'International law' to deal with the cases of a tourist the death of during his tour in the Valleys or he gets an ailment, for which he needs immediate medical care. The refresher courses need to be given and training imparted to know the basic requirements of the tourists: The tourist police is for security of the tourist. On him, the future of the tourist arrival depends. The tourist police is posted at the Srinagar Tourist spots but the force is not deployed at other places. A strong correlation is needed between the Police department and the tourism department for the better prospects of the industry, on which the economic viability rests.

Tourism Department

Leh, Srinagar and Jammu are connected by air with Amritsar, Chandigarh, and Delhi, The tourist's a mind is to proceed to the destination, within short period of time. It is the major problem before the J&K authorities to invite the tourists directly to the Valley, instead via Delhi, as the scheduled flights do not cope up with the tourist traffic.

Rail Travellers Service Agency

Railways have appointed Rail Travellers Service Agents who have been authorised to purchase tickets and secure reservations on behalf the passengers but the network of these agents are at Srinagar, and not at other places. It creates problems as the confirmation of the ticket is not ensured. N.D. Radhakrishan and Co. were the sole agents for the Kashmir Valley. Now this facility has been extended to other stations at TRC and Rajouri Kadal, but the problem still remains to be solved for want of extension of counters. The law and order problem is witnessed at the Booking centre at TRC, Srinagar.

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Road Blockade

During Winter the National Highway of India No. 1, *i.e.* from Jammu-Srinagar, gets blocked for days and weeks together. The local administration gets involved, as the food provision, medicine, and other relief measures cannot be provided for want of budget on this head of expenditure. Since roads come under the jurisdiction of 'Becon and Griff'—both central agencies, they work round the clock to celar the land slides, heavy snow fall and frozen snow. Since the telecommunication lines go down and the valley is cut off from the rest of the country, the tourist faces much difficulty and he feels taxed as the local shops increase the rates of tea, milk, biscuits etc. if at all they are available at that time. The government is expected to plan for such eventualities in the following manner :

i) The site of eventualities, landslides, accident prone areas, be covered with action plan.
ii) The executive agencies of the State to assist the central agencies.
iii) Provide a budget for the safeguard of the tourists on the NHIA.
iv) To place administration under over all charge of the zonal executive magistrates to make on spot decisions.

Suggestive Measures

In the USA, Hotel Schools are attached to a number of higher educational institutions. The problem of non-availability of such institutions in India creates adverse effects in this area of technical education The Deptt. of Tourism cannot send their men to foreign countries, as other departments can also demand such privileges but in the interest of the development of tourism industry, mass education facility needs to be made available to gain co-operation from the society.

The problems of administration can be reduced if the co-ordination work is implemented. Impact on national and state

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economy is properly reconciled and an integrated approach towards tourism is undertaken. Most of the problems will be solved in a phased manner.

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2. Ecological studies on the Dal Lake by Dr. A Wangnoo of CORD, University of Kashmir.
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4. Survey conducted by the researcher, in 1997-98.
5. 'Role of Foreign Languages and Tourism', suggests the co-ordination of the Kashmir University and the Tourism Department. An assessment by Prof. Rajiv Sharma, Deptt. of Russian Studies in the Kashmir University, 1990.
6. The phenomenon of tourism is closely related to the structure, form use and conservation of the landscape.
   Sourse : 'Geography and Tourism' introduction xxiii by H. Robinson.
7. Like every other advertising tool, it seeks to replace the sales person, when personal contact is impossible or impractical. The Survey reveals that the brochures must indicate fare and rates. Survey conducted in June, 1997 at T.R.C., Jammu.
8. As per interviews taken with the age group of 70-80, who are more conservative.
9. A case of assault lying in the court of law when a foreign tourist was teased, 1997.
10. The office complex has overshadowed the view of Shankarachaya Hillock which is situated at the National Highway No. 1.
11. The Revenue Records identify the Kah-charayis turned into housing complexes.
12. 'Maya' Hindi magazine reveal that AIDS tests were conducted in the J&K State, but no case was found HIV Positive up to 1983. 15 October, 1992, issue.
13. Researchers survey conducted in 1997-98.
14. Since the foreign tourist is covered under the Ministry of External Affairs with respect to entering the country, a cell of registration is working in the valley.

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15. Under the consitution of Jammu and Kashmir, Part IV, Directive Principles of State policy envisages the economic reorganisation of the State.
16. Vide Directorate of Tourism (TRC Centre), Srinagar.
17. No computerisation has been set up in the tourism industry, as yet, in the state vide survey of the researcher in 1997-98.
18. M.D. Agarwal, Corporate Management, Ramesh Book Depot, Jaipur, 1990, p. 65.
19. University of Kashmir has opened only Diploma course in Business Administration, under the faculty of commerce, as per the University Hand Book and Students Prospectus, 1989-90.
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7
Future Prospects and Suggestions

Successful tourism brings about anuerous economic benefits including increased employment, improved per capita income, more business transactions, improved balance of payments and large foreign exchange earnings. In addition, if conditions normalise, tourism will lead to improved infrastructure components such as roads, water systems, sewage systems and communication. Besides, there should be improvement in the hoels and shopping areas. These will, of course, benefit the local residents along with the tourists. It will have multipurpose effects. Natural wildlife resources — parks and other natural areas, can be enlarged and sphere the enchanced of tourism.

With growth of tourism, the changing face of Kashmir can serve the industry successfully. Kashmir must import a fairly large variety of items, which are needed to accommodate tourist at international standards of comfort, sanitation and aesthetic satisfaction. Various materials for hotel construction must be imported. Some food and beverage items of special interests are needed to serve the tourists.

The seasonal aspect of tourism need to be focused as it leads to uneven levels of employment. From the economic point of view, the tourist demand can at some time create inflationary effects within the economy.

The complete magazine for frequent travellers, 'Destination India' of October, 1986 mentioned : 'Valley has been caught in a tide of planned development and in fact appears to have been overtaken by it. In the last few months, the commissioning of

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policies on improvement have been implemented with tremendous enthusiasm and zeal. So much so that regular Kashmir visitors are amazed by how much have been achieved in so little time'. However since then the total situation has changed, the ethos has collapsed and the life is insecure. The economy has shattered within a span of 4-5 years. The 'Destination India' that toured the Valley in 1986 had spoken to the authorities who had spearheaded the changes and reported on the new look of Kashmir with its vastly improved network of roads and lakes and on the projects under implementation. This record was all shattered during militancy after 1989.

The new lights on the Boulevard road around the Dal Lake were the measures to enhance the future prospects of Kashmir tourism. The roads from the International airport to the T.R.C., Srinagar paved the way for better monitoring of the vehicles. The weeding process was taken mechanically as well as manually in the world famous Dal Lake and a bio-gas plant has really attracted the tourist curiosity. 'The new patterns were carved for the evolvement of new ideas', said the Governor of the State in the year 1986, 'our contribution would be lasting, with public expectations effectively created towards better and higher standards from any subsequent governments.' On roads alone, an out lay of over Rs. 50 crores was sanctioned to smooth out the bumps of travel and this was the biggest ever such programme undertaken and launched. In Srinagar city itself Rs. 1.50 crores were spent on the improvement of 40 kms. of roads. The Boulevard was paved, sections relaid, kerbstones raised, the lights changed and improved, walkways made more comfortable for pedestrians and jetties repaired. Thus it gave a better look to that famous spot.

The new work ethos was established. The landscaping had assumed importance, river fronts were being improved and avenues greened. The green city of Kashmir was growing greener and greener and the gardens were made more attractive. The 'City Forest' was located over the catchment area of the Dal, thereby enabling greater protection to the lake of international importance.

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The life line of Kashmir in the palm of tourism industry was growing longer and longer. The beautiful and clean city was adding to the new phase of tourist attraction. The radical improvement was really a process to go from dawn to higher dawn in the tourism planning procedures.

Selecting the best from the best of Kashmir are really the tourist spots as identified under survey. It is the travel and climate the fastivals and fairs, the house-boats, temples, shrines, Khan-kahas, Siddha pithas, flora and fauna, trekking and sports and the present day environs. All these areas of survey have an impact on all the sectors of the economy. The contribution in the economy is finding its future base on its resources that need to be exploited. The policy planning of the tourism is in the national interest on the basis of international understanding. The international law has to be maintained and regarded to while dealing with policy planning and administrative coherence with regard to tourism.

The Government of India has planned and formulated the tourism policy. It is suggested that the policy need be revised on the basis of current study as mentioned below :

1. Tourism must recognise that the travel experiences are the best way to learn about other cultures, thus bringing human spirit on international broad-spectrum.
2. Identification of cultural factors in tourism need to be planned so as to create harmonious development in society, religions and international understanding.
3. Life-seeing tourism need to be appreciated for active participation.
4. Tourism must become aware of the most effective promotional measures involving the cultural resources of the identified areas.
5. Realisation of the importance of culture attractions for promoting Kashmir as a tourist destination.

From the cultural point of view the highest purpose of tourism is to become better acquainted with people of other places and countries. It can build a better world for all of us. Many

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achievements such as research, artistic activity need to be emphasised for the promotion of tourism :

a) From the historical point of view of tourism we can have a historical interaction, where a tourist can understand 'how and why' of human tactics. It can be a museum tour that can stress the glory of the past. The guided tours of monuments will attract the scholars of history as to why 'Dargah' at Hazrat Bal on the banks of Dal Lake has attained unique Islamic importance. The Dargah has special sanctity and must be known to the International Scholars who tour Kashmir on the historical mission.

b) The historical temple of Shankaracharya which dominates the sky line of Srinagar and the temple is believed to be the oldest Hindu shrine in the Valley constructed around 200 B.C. must be known to the public. Adi-Sankara in 1000 A.D. and Swami Vivekananda in the 19th Century, Sri Aurobindo in the early 20th Century felt the spiritual pulse. Not only tourist will see but will examine how the tops of Shrines are approachable. Likewise the Ziarat of Sheikh Noor-Uddin popularly known as Nund Rishi is the patron Saint of the Hindu-Muslim unity. The Shrine is situated 28 kms, in the south of Srinagar having a tiered roof resting on wooden pillars.

c) Architecture is the branch of applied history. The tourist not only can be benefitted but will have the sound knowledge as and why such architecture in the temples and Ziarats were drawn. They create meaning which need to be emphasised through press, media etc.

d) Similarly Kheer Bhawani is a Heptangular mystic Spring representing Sharda "OM" of the Shakti worship of Kashmir. Why the water of this mystic Spring changes its colour creates inquisitiveness for the tourists and also for the Hydro-scientist.

These monuments are of historical importance and have also been the centres of Pilgrimage, trade and tour through centuries.

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Kashmir has attracted Saints and Holy men who were both learned in the spiritual ethos, and possessed great human dignity. The Shrines and monuments that exist scattered all over the area have either the Islamic influence or the Hindu base. The combination of these two distinct cultures knit together had received the blessings of the men of spirit and the holy men free from bigotory, malice and hatred.

Unfortunately, the glorious peace of paradise has lost all much of its charm due to unfortunate and unwanted situation which has really reduced the chances of tourism in the Valley, during the last few years.

For better improvement in the field of environmental tourism the Mughal gardens were a cementing force. High among the Himalayan mountains far away from even the East, let alone the West, says Allen Stacy in "Visiting Kashmir", that a traveller once needed to undertake a journey of considerable fortitude and dynamic to reach his destination in the Valley of Kashmir. But the tragedy is that the bullet culture which we now see around the Mughal gardens as revealed by media is nothing but the diminishing tale of Mughal gardens as the tourist is not there to appreciate the natural beauty of the Nishat, the Shalimar, the Cheshma-Shahi, the Pari-mahal. In 1989, at the Cheshma-Shahi garden, on survey, the tourist cabins were noticed and the restaurant were seen functioning, but now no tourists, either domestic or international, have the strength to visit these beautiful spots added by Mughal rulers on this Paradise. However, the beauty of these gardens, is such that their magic should still be creating a thrill in the minds of these tourists, who have had a chance to make an on te spot tour of these places overshadowed by the incredible grandeur and magnificance of their setting in the charming Valley of Kashmir.

Tourism in Kashmir is a living industry, where carpets, rugs other attractive type of things are enduring. Prior to 1990 the village boys and girls started their own carpet looms and created new designs and shapes known as 'Taleem', but craft is now

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decaying as the tourists do not enter the Valley for reasons already examined and stated.

Kashmir carpet is an international export commodity. As tourism developed in the Valley, so did the carpet weaving industry along with the 'sozen kari', 'Shawl bwafi', 'Chiken Dozi', 'Saj gari', 'Wood Carving', and 'Paper Machie' etc.

Kashmir 'Samawar' made of both brass and copper is the catchment item of the carft industry helping tourism. The tourist eye is very sensitive to the delicate and beautiful the art and craft of Valley. Buying a Rug or Carpet is an art. Knowledgeable tourist would ask for the number of knots per square metre, the men involved in this industry would say the best one will have 400000 knots in a square metre. This is the standard of Carpet and Rugs and it would have really enhanced the economy had the craft not been hit by the fall of tourism since the recent past. The paper machie craft has suffered. 'Pashmina Dussa' 'Shashtus' are as good as the delicate scenes of Kashmir witnessed by the tourists. There used to be many other types of 'Shawl' known as 'Amlikar' Shawls — larger in size, or which will often be stiched with intricate needle work-patterns of geometric or flower designs. The'Kani' Shawl are the small pieces of Rafal, sewen together by hand by small pieces of wooden sticks of willow. The craft must be preserved to ehnance the chances of better tourism in future.

As the lakes of Kashmir attract the tourist of every taste, so these same lakes adore the beauty, sophistication, and delicacy of Kashmiri shawls by their water when these are washed on their shores. These are the delightful examples of Kashmiri craftsmanship; associated with the trade of tourism of Kashmir.

The 'Flora and Fauna' are the central attraction. It is both charming and enthusing. The environment and ecology must be maintained. For example if the tourist may be interested in reviewing the structure of tourism prospects and happens to be an expert in these matters should be welcomed.

Media, city planning offices, schools and social welfare establishments must be co-ordinated to promote the tourism industry, through seminars, workshops. Public awareness must be

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created and confidence enhanced.

Traditionally, after a tourist have seen the high points of a given location he feels that he has seen all of this area. However, the suggestion is that although such an approach all together traditionally is valid, but it is by no means the best approach. Purposeful activities that match the tourists' interests are becoming more commonly accepted and recognised as necessary and effective.

The potential for this concept is to preserve and enhance the quality of tourism experiences. The heritage presentation must acquire a major thematic emphasis in the present position and future prospects of tourism in Jammu & Kashmir State. The suggestions given are programme based with special reference to Kashmir Valley.

Hence, it is concluded that tourism has the strong base in the State. The causes that have been responsible to make the industry suffer are purely political to disturb the country *vis-a-vis* the State, but the firm hand of the administrative machinery will change the destiny of the tourism machinery in the State. The figures and tables show that still the chances have not been lost, with regard to the tours, tourists and tourism industry.

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Annexres

Seasonality in Foreign Tourist Arrivals

1. Seasonality

Over the years the tourist arrivals tend to establish increasing trends. However, the factors like global economic situation, political stablitiy, tourism facilities, touristic image, etc., introduce distortions to trends and produce short-term variations. There are also seasonal variations, which produce indentical patterns during corresponding months of successive years.

2. Peak and Lean Months of Arrivals

Analysis of the seasonality patterns in the arrivals for some of the important nationalities indicates that most of the west asian nationalities have a slightly different pattern of arrivals as compared with the general trend. The peak and lean months of arrivals of tourists for different nationalities as given below :

Nationality	Lean Month	Peak Month
U.K.	May	November
U.S.A.	April	December
Sri Lanka	June	September
Germany	June	November
France	May	November
Japan	June	February
Italy	June	November
Canada	June	December
C.I.S.	April	September
Singapore	May	December
U.A.E.	April	July
Australia	June	December
Malaysia	April	December
Switzerland	June	November
Netherlands	May	November

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Statistics of Approved Hotels

1. Approved Hotel Rooms and Occupancy

The Department of Tourism has adopted a system of approving and classifying the hotels on the basis of the facilities and services provided by them. Apart from the normal star categories, a new classification called heritage hotels was introduced during 1996. The detailed guidelines for approval and classification hotels in each category are given in the annexures.

The category-wise details regarding the number of hetels, rooms availability and the room occupancy during the past three years are presented in the next page:

Estimates of Foreign Exchange Earnings from Tourism

The estimates of Foreign Exchange Earnings from Tourism since 1970-71 are given in the following table :

Year	*Estimated (Rs. in crores)*	*Percentage Change*
1970-71	32.5	2.2
1975-76	189.6	101.7
1980-81	1,166.3	26.8
1981-82	1,063.9	(-) 8.8
1982-83	1,130.6	6.3
1983-84	1,225.0	8.3
1984-85	1,300.0	6.1
1985-86	1,189.1 *	-
1986-87	1,606.6	35.1
1987-88	1,856.1	15.5
1988-89	2.054.0	10.7
1989-90	2,386.0	16.2
1990-91	2,612.5	9.5
1991-92	4,892.0	87.3
1992-93	6,060.0	23.9
1993-94	6,970.3	15.0
1994-95	7,423.8	6.5
1995-96	9,150.3	23.3
1996-97	10,417.6 (P)	13.8
1997-98	11,263.9 (P)	8.1

* Figures for the years 1985-86 onwards were estimated on the basis of revised methodology and hence is not comparable with those upto the year 1984-85.

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Government Approved Hotels in J & K State according to categories and number of rooms

Category	*No. of hotels*			*No. of rooms*			*Estimated average occupancy (%)*		
	1995	*1996*	*1997**	*1995*	*1996*	*1997**	*1995*	*1996*	*1997**
Five Star & Deluxe	92	98	99	18,025	18,502	18,610	72.6	71.5	66.6
Four Star	65	73	74	4,888	5,172	5,450	78.1	69.7	64.9
Heritage Hotel	32	41	46	979	1,176	1,292	52.1	49.3	50.8
Three Star	204	274	289	10,719	14,074	14,776	76.7	73.8	62.3
Two Star	258	288	314	9,378	10,326	11,136	65.9	61.0	55.5
One Star	111	125	142	3,899	4,286	4,912	68.7	64.1	61.2
Classification awaited	216	201	200	9,498	8,438	8,397	39.4	69.9	47.1
Total	**980**	**1,00**	**1,164**	**57,386**	**61,974**	**64,573**	**73.7**	**71.1**	**62.9**

* As on 31-3-1998.

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Tourist Arrivals from the First Ten Countries 1995-1997

Nationality	*1995*	*1996*	*1997*	*% Change*		*% of the Total*		
				1996/95	*1997/96*	*1995*	*1996*	*1997*
U.K.	3,34,827	3,60,686	3,70,567	7.7	2.7	19.0	18.7	18.8
U.S.A.	2,03,.343	2,28,829	2,44,239	12.5	6.7	11.5	11.9	12.4
Sri Lanka	1,14,157	1,07,351	1,22,080	-6.0	13.7	6.5	5.6	6.2
Germany	89,040	99,853	1,05,979	12.1	6.1	5.1	5.2	5.4
Japan	76,042	99,018	99,79	30.2	0.7	4.3	5.1	5.0
France	82,349	93,325	91,423	13.3	-2.0	4.7	4.9	4.6
Canada	63,821	74,031	78,570	16.0	6.1	3.6	3.8	4.0
Malaysia	50,039	53,370	60,401	6.7	13.2	2.8	2.8	3.1
Italy	50,015	49,910	53,854	-5.9	7.9	3.0	2.6	2.7
Singapore	48,632	47,136	52,004	-3.1	10.3	2.8	2.5	2.6
Others	6.6.963	7,10,186	6,94,801	9.8	-2.2	36.7	36.9	35.2
Total	**17,62.228**	**19,23,685**	**19,73,647**	**9.2**	**2.6**	**100.0**	**100.0**	**100.0**

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Share of India in the World Toruism Receipts

The share of India in the World tourism receipts has been varying between 0.6% to 0.7% over the last few years. The comparative estimates are given in the following table :

Year	*World travel receitps (Billion US$)*	*Travel receipts in India (Million US$)*	*Percentage Share*
1990	266.2	1,512.7	0.57
1991	272.7	1,756.9	0.64
1992	310.8	2,119.8	0.68
1993	317.8	2,104.4	0.66
1994	347.8	2,320.2	0.67
1995	393.3	2,609.2	0.66
1996	433.9 (PE)	2,962.6	0.68
1996	443.8 (PE)	3,151.7	0.71

(P) Provisional.

(PE) Preliminary Estimates.

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International Tourism Receipts by Regions
(Billion US$)

	1990	1991	1992	1993	1994	1995	1996	1997
World								
Reciepts	266.2	272.7	310.8	317.8	347.8	393.3	433.9	443.8
% annual change	21.3	2.4	14.0	2.3	9.4	13.1	10.3	2.3
Africa								
Receipts	5.3	5.0	6.0	6.1	6.5	7.0	8.3	8.7
% annuak change	18.3	-6.1	20.2	1.8	6.2	7.2	18.6	4.8
Americas								
Receipts	70.2	77.7	85.5	91.2	95.1	100.2	112.9	120.3
% annual change	16.5	10.7	10.1	6.6	4.3	5.4	12.7	6.6
East AS/PACI								
Receipts	38.8	40.2	47.3	52.4	62.2	72.7	81.4	83.2
% annual change	27.8-1.0	14.4	-2.0	9.3	15.5	8.5	-0.4	
Europe								
Receipts	144.6	143.1	164.7	160.5	175.4	202.5	219.7	218.9
% annual change	27.8	-1.0	14.4	-2.0	9.3	15.5	8.5	-0.4
Middle East								
Receipts	5.1	4.3	5.4	4.8	5.4	7.2	7.7	8.6
% annual change	-5.3	16.8	26.2	10.5	12.5	32.2	6.9	11.7
South Asia								
Receipts	2.1	2.4	2.8	2.8	3.2	3.6	3.9	4.1
% annual change	2.8	15.7	17.7	1.6	13.8	14.6	8.3	5.1

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International Tourist Traffic to India during the years 1981 to 1997

Year	(Excluding nationals of Pakistan & Bangladesh) Number	% Change	(Including nationals of Pakistan & Bangladesh) Number	% Change
1981	853148	6.6	1279210	—
1982	860178	0.8	1288162	0.7
1983	884731	2.9	1304976	1.3
1984	835503	-5.6	1193752	-8.5
1985	836908	0.2	1259384	5.5
1986	1080050	29.1	1451076	15.2
1987	1163774	7.8	1484290	2.3
1988	1239992	6.5	1590661	7.2
1989	1337332	7.8	1736093	9.1
1990	1329950	-0.5	1707158	-1.7
1991	1236120	-7.1	1677508	-1.7
1992	1434737	16.1	1867651	11.3
1993	1442643	0.6	1764830	-5.5
1994	1562016	8.3	1886433	6.9
1995	1762228	12.8	2123683	12.6
1996	1923695	9.2	2287860	7.7
1997	1973647	2.6	2374094	3.8

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International Tourist Arrivals Worldwide and by Regions 1990-97*
(Arrivals in Million)

Region	*1990*	*1991*	*1992*	*1993*	*1994*	*1995*	*1996**	*1997**
World								
Arrivals	458.3	463.6	503.1	517.9	546.5	566.4	594.8	612.8
% Change	7.4	1.2	8.5	2.9	5.5	3.6	5.0	3.0
% to Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.00
Africa								
Arrivals	15.0	16.1	17.8	18.2	18.6	19.0	21.6	23.5
% Change	8.9	7.6	10.1	2.5	1.8	2.7	13.7	8.8
% to Total	3.3	3.5	3.5	3.5	3.4	3.3	3.6	3.9
Americas								
Arrivals	96.5	103.4	103.7	106.4	110.8	115.6	116.7	119.0
% Change	7.5	3.3	7.2	0.3	2.6	4.1	0.9	2.0
% to Total	20.4	20.8	20.6	20.0	19.5	19.6	19.6	19.4
East Asia/Pacific								
Arrivals	53.2	55.0	62.7	69.6	77.1	83.2	891.2	90.2
% Change	14.7	3.3	14.1	10.9	10.8	7.9	7.2	1.1
% of Total	11.6	11.9	12.5	13.5	14.1	14.7	15.0	14.7
Europe								
Arrivals	284.5	284.3	305.1	311.9	328.4	335.4	348.9	360.8
% Change	6.2	-0.1	7.3	2.3	5.3	2.1	4.0	3.4
% to Total	62.1	63.3	60.6	60.2	60.1	59.2	58.7	58.9
Middle East								
Arrivals	9.0	8.4	10.5	10.9	12.1	13.7	14.1	14.8
% Change	4.6	-6.6	25.2	3.6	11.5	13.2	2.9	5.0
% to Total	1.9	1.8	2.1	2.1	2.2	2.4	2.4	2.4
South Asia								
Arrivals	3.2	3.3	3.6	3.6	3.9	4.3	4.3	4.5
% Change	4.1	3.2	10.0	-1.4	10.9	9.0	0.0	4.6
% to Total	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7
Share of India								
In the world tourist arrivals)	0.37	0.36	0.37	0.34	0.35	0.37	0.39	0.39

* Provisional

Source : World Tourism Organisation

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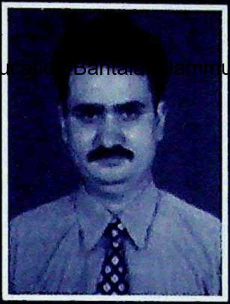

Dr. A.K. Raina, born in Srinagar, J&K, in 1963, had his Master's Degree from University of Kashmir and Ph. D. in Commerce from Agra University. He taught at G.M College, Srinagar and presently working as a senior faculty member in Dayanand College, Ajmer (Rajasthan). He did his Post Doctoral Fellowship at Florida International University, Miami, U.S.A.

Dr. Raina received recognition for his work on tourism from Tourism Planning Division, Tobago House of Assembly, West Indies, 1992. He is the recipient of *Paryatan Visheshgay Puraskar — 1996* by the Department of Tourism, Art and Culture, Government of Rajasthan. Presently he is working on a project "Economic Issues in the Management of Eco Tourism in the State of Rajasthan".

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